

Dom Buckland



Professional Summary

With over a decade of experience leading high-impact, integrated marketing and communications strategies across corporate, non-profit, and creative industries, I bring a proven ability to align brand, digital, and communications functions with organisational growth. I specialise in building marketing ecosystems that not only elevate brand equity but also deliver measurable commercial outcomes.

I thrive at the intersection of strategic vision and hands-on execution, designing marketing programs that inspire audiences, unlock revenue opportunities, and build the systems and teams that sustain long-term impact. Adept at translating complex business objectives into clear marketing roadmaps, I deliver outcomes that enhance brand trust, expand market share, and strengthen stakeholder value.

In my most recent role as Head of Marketing at Queensland Music Festival, I achieved a 30%+ ROI uplift within two months, doubled year-on-year ticket sales during our opening weekend, and introduced an integrated marketing framework that seamlessly connected SEO, SEM, digital media, partnerships, and influencer activity. At the Great Barrier Reef Foundation, I grew our digital audience from 2,000 to more than 1.5 million over six years and shifted positive brand sentiment from 20% to 90% through customer-focused storytelling and globally recognised campaigns in partnership with McLaren F1, Coca-Cola, Coles, Snapchat, YouTube, and Qantas.

My leadership philosophy balances creativity with insight, fostering innovation while championing data-driven accountability and operational discipline. I excel at building high-performing teams, mentoring future leaders, and engaging stakeholders from C-suite executives to board members. I am passionate about positioning marketing as a growth engine, driving revenue, partnerships, and brand relevance in competitive and fast-changing markets.

Experience

Founding Head of Brand & Demand Nesta | Australia (2025-present)

Created and launched a residential construction brand, owning the full front-of-house growth system. Led naming, positioning, brand and website design/build, paid acquisition, interactive web tools, CRM and booking systems, analytics and attribution. Built the entire demand and conversion infrastructure end-to-end, delivering qualified, transaction-ready pipeline at scale.

Director Three Month Rule | Brisbane, Australia (2023-2026) *IMC strategy, SEO, Web, Digital Marketing and Creative.*

- Clients to include City Cave, Samford Steiner, MVMNTMTHD, TenderMate and LifeRoad.

Head of Marketing Queensland Music Festival & Trails | Brisbane, Australia (2024-2025)

Developed and led a multi-disciplinary marketing and communications team across full campaign lifecycle including digital, ticketing, media, content, web, analytics, and brand functions.

- Achieved 30% ROI uplift within two months across all events
- Doubled ticket sales year-on-year in the opening sales weekend of our first event for the year
- Designed and delivered an integrated marketing strategy spanning SEO, SEM, partnerships, influencer, and digital media managing marketing roles across digital, content, and design.
- Introduced interactive analytics dashboards to improve real-time performance reporting to senior stakeholders.

Senior Digital Manager Great Barrier Reef Foundation | Brisbane, Australia (2018-2024)

An exceptional digital growth story across the six year Reef Trust Partnership.

- Grew social media and email database from 2,000 to over 1.5 million in six years.
- Delivered multiple new websites including barrierreef.org and greatbarrierreefusa.org
- Improved positive brand sentiment from 20% to 90% through crisis communication and customer-centric organic marketing.
- Delivered multiple award-winning impact campaigns in collaboration with global brands such as Snapchat, YouTube, Qantas, L'Oréal, McLaren, XXXX, Coles, Lendlease, AECOM, LifeSpace, Garnier, and 4Ocean.

Communications Advisor, Study. Group | Brisbane (2016-2018)

Bridging sales and marketing teams, developing new audience work in response to industry shifts, bringing new products to market and driving an increase in enrolments.

Writer & Producer, Native Tongue Publishing | Sydney/Los Angeles (2014-2016)

Secured royalty-based record deal as lyricist and music producer for live performances, radio, streaming, and advertising. Works featured at major festivals including Coachella, Falls Festival, Splendour in the Grass, and FOMO.

School Captain & Board Member, TSS & Old Southportians Association | Gold Coast

Host and Master of Ceremonies for monthly network Business Breakfast.

References

Mitch Redford

Director of Comms, Office of the Premier
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Naomi Bastin

Director of Communications, GBRF
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Core Competencies

Strategy

Market & Consumer Insight – research, segmentation, personas, and actionable insights.

Go-to-Market Planning – launching products or campaigns, identifying growth opportunities.

Integrated Campaign Planning – aligning digital, social, PR, content, and paid channels under one cohesive plan.

Budget & ROI Management – allocating spend, optimising campaigns, measuring ROI.

Data-Driven Decision Making – analytics, attribution, LTV, CAC, and business intelligence dashboards.

Trend & Innovation Awareness – identifying emerging platforms, tools, and consumer behaviours to maintain competitive advantage.

Digital

Digital Marketing Strategy – paid search, social ads, email marketing, programmatic, and influencer campaigns.

SEO & SEM – on-page, off-page, and paid search optimisation to drive traffic and conversions.

Marketing Automation & CRM – workflows, lead nurturing, retention campaigns, and personalisation.

Performance Marketing – acquisition funnels, conversion optimisation, A/B testing, and analytics.

Brand

Brand Strategy & Positioning – defining purpose, vision, values, and market differentiation.

Storytelling & Content Strategy – crafting narratives that resonate with audiences across channels.

Visual Identity Oversight – ensuring consistency in creative assets, campaigns, and messaging.

Reputation Management – communications planning, crisis response, and stakeholder engagement.

Customer-Centric Marketing – building loyalty and advocacy through meaningful experiences.

Leadership

Team Leadership & Development – mentoring, coaching, hiring, and building high-performing teams.

Cross-Functional Collaboration – aligning marketing with product, sales, operations, and executive stakeholders.

Stakeholder Management – presenting strategies and insights to boards, executives, or investors.

Change & Project Management – navigating organisational shifts, scaling marketing operations, and managing complex campaigns.

Qualifications

Masters of Business, Integrated Marketing Communications

Queensland University of Technology

Bachelor of Arts

Queensland University of Technology

Awards

PR ASIA Awards (2022)

Social Media: Gold

VR/AR: Gold

Environmental: Bronze

Mumbrella Awards (2022)

Best Social Idea: Gold

Deans List (2015-2018)

Queensland University of Technology,
Brisbane

Cultural and Sporting Scholarship (2011)

Kings College University of Queensland,
Brisbane

Leadership Scholarship (2011)

Bond University, Gold Coast

Testimonials

“Under Dom’s leadership, the team has never been more strategically aligned, transparent, or effective in communicating outcomes that support our broader objectives. Dom’s impact on this transformation has been profound, and I am deeply grateful for his contribution.”

Daniel Gscwind
CEO Tourism and Events
Queensland Chair QMF

“Dom's work is the ideal blend of creative and practical. A genuine visionary and leader.”

Anna Marsden
Managing Director
Great Barrier Reef Foundation

“Dom is one of those people you can simply trust to solve problems and get any job done. He is highly efficient and so effective. A true leader.”

Margot Andersen
Director of Development
SVSS

Website

Visit dombuckland.com or scan the QR code on your mobile to access my online folio.

