

JACINTA CLANCY

DIGITAL MARKETING & CAMPAIGN MANAGER

DIGITAL STRATEGY | E-COMMERCE | CONTENT & GROWTH

Location

Gold Coast AU | Open to Brisbane | Remote

Portfolio

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Email

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+61 432909751

ABOUT ME

Digital marketing professional with 5+ years' experience across e-commerce, retail and Build-to-Rent. Skilled in managing digital campaigns, paid media, CRM, SEO and content strategy. Experienced in e-commerce replatforming and customer journey optimisation, focusing on improving conversion, campaign performance and digital processes.

EDUCATION

Bachelor of Digital Media

Griffith University | 2013-2016

CAREER HIGHLIGHTS

- **Digital Growth:** Improved customer journeys at Essential Living, contributing to 92% growth in meetings booked YoY, 31% more enquiries and 58% more deals closed.
- **Paid Media & Revenue:** Managed Meta and Google Ads budgets up to \$80K/month and CRM campaigns generating \$75K+ in weekly revenue at Ted's Cameras.
- **Content & SEO:** Increased blog impressions and clicks by 150% through seasonal content strategy and SEO optimisation at Essential Living.
- **Campaigns & Digital Projects:** Led quarterly campaigns and content strategy, contributed to website replatforms and collaborated with developers, agencies and stakeholders across digital initiatives.

SKILLS

Digital Marketing

Campaign Strategy

CRM & Email Marketing

Paid Media

SEO & GEO Optimisation

Content Strategy

AI & Automation

E-commerce

Analytics & Reporting

CRO & UX

EXPERIENCE

Content Manager

Essential Living | London | 2024 - 2026

Promoted from Digital Marketing Executive in 2025

- Managed digital marketing across multiple developments, spanning paid media, CRM, SEO, content and social.
- Managed Meta and Google Ads, optimising audiences, creative and spend against CPA targets.
- Improved apartment portal UX and customer journeys, contributing to 92% growth in meetings booked YoY and 31% more enquiries.
- Led quarterly campaigns and content strategy across blogs, social and digital channels, integrating AI into CRM, customer experience and replatforming workflows.

Content, Events & Digital Marketing Manager

Ted's Cameras | Melbourne | 2023

- Led digital campaigns and Magento replatforming across a 19-location e-commerce and retail business.
- Managed Meta and Google Ads budgets up to \$80K/month and CRM campaigns generating \$75K+ in weekly revenue.
- Planned quarterly promotional campaigns and 10+ monthly brand and retail events, collaborating with Balance Digital on creative, content and paid media improvements.

Content Manager & Digital Marketing Coordinator

Ted's Cameras | Melbourne | 2019 - 2023

- Managed digital content, SEO and website merchandising across 19 retail locations.
- Migrated and cleaned 250K+ customer records across CRM platforms.
- Created product and campaign content supporting launches and promotions.

TOOLS

Meta Ads Manager • Google Ads • GA4 • HubSpot
SEMrush • Magento • Webflow • Kentico • Klaviyo
Emarsys • Dotdigital • Surfer SEO • OpenAI • Claude