

R H I X S E V E N

Portfolio

I help marketing and web agencies create better content for their clients

Meet rhixseven

Hi, I'm Rhi. It's nice to meet you. I support creatives, marketing and web agencies, community organisations, and motorsport categories in designing and implementing strategic content-led marketing communications initiatives that create impact.

I have over 10 years of experience in content marketing and copywriting, community engagement and events, journalism, and media, spanning traditional finance and fintech, motorsport, not-for-profit and community-based organisations, and higher education.

As a big-picture thinker, I can examine a project or initiative—from something as simple as a new landing page for a campaign to a large-scale digital content upgrade and migration—from multiple angles to identify opportunities, assess risks, and deliver results that create a positive impact.

I enjoy the creativity and detail behind creating and implementing a cohesive and successful digital content or communications strategy. I'm a passionate team player and collaborative leader.

I value integrity, thinking outside the box, and finding new and better ways of doing things. I strive to bring these values to life every day.

I hold a Bachelor of Business (Marketing) from The University of Technology, Sydney and industry qualifications in digital marketing (General Assembly), content marketing (ADMA) and copywriting (ADMA).

For more work samples, including photography and content writing, head to rhixseven.com.au



Relevant Experience

For more, including additional work samples,
please visit rhixseven.com.au



AlburyCBD Consumer Newsletter

I produced the bi-monthly AlburyCBD Consumer Newsletter from February 2022 to November 2024. The newsletter includes articles profiling local businesses and business owners, upcoming events, AlburyCBD news and is an avenue for promoting the gift card.

Articles live on the AlburyCBD blog: <https://alburycbd.com.au/blog/>

Key highlights include:

- Average open rate: 45.29% (Accepted industry benchmark for a 'good' open rate is 30%).
- Average engagement/click rate: 4.8% (Accepted industry benchmark for a 'good' open rate is between 1-3%).

Some recent feedback from a featured AlburyCBD business profiled in the newsletter:

"Thank you for an excellent article and exposure. Chris and I really appreciate it." - Jacinata Mirams, Art Parts



2023 and 2024 Albury Wodonga Business Awards Marketing Manager

I successfully delivered the marketing and communications for the 2023 and 2024 awards programs, creating a positive impact within our business community, while meeting the overarching objectives of the awards program both years.

Key 2023 highlights:

- Two pre-gala night sponsors and finalist events. Both events were deemed a success as a result of the number of attendees and their positive feedback on the professionalism of communications, organisation and content.
- Achieving a 50% conversion rate from started to completed awards applications.
- Securing three category sponsorships: Gateway Health, Squad, and Visit Albury Wodonga.
- Identifying and securing The Lincoln for an additional Finalists' Night venue. This agreement also included event sponsorship and becoming a paid Albury Business Connect member.
- Rebuilding the awards program during the entry window to create a simplified user experience and encourage more applicants.

Key 2024 highlights (April - August):

Collaborating closely with the event manager and other stakeholders over a five-month period led to more than double the number of entrants (153), an increase in social media reach by 25%, and a 30% increase in Gala event attendance over the previous year.

- Website views: 3.8k
- Combined organic social media reach (Facebook, LinkedIn, and Instagram): 63,000
- Combined engagement rate: 8.5% (industry benchmarks across Facebook, LinkedIn, and Instagram range between 1% and 3%).
- MailChimp - 30 emails with an average 70% open rate and 27% click through rate. Accepted industry benchmarks: 30% open rate and 1% - 3% CTR.

Head to the IG page to see my work: [@aw_businessawards](https://www.instagram.com/aw_businessawards)



Border Trust Marketing Coordinator Maternity Leave Cover

I joined the Border Trust team as a contractor between June and September 2024 in a maternity cover position. During this time, I took over the digital marketing for Give500 campaign, grant writing workshop series, general organic social media and newsletter management.

I also reviewed and overhauled the new Border Trust website build to simplify the layout and design and improve user experience as well as wrote new content for the entire site.

During this time I maintained existing strong newsletter and social media engagement rates, while also delivering additional newsletters to drive an increase Give500 donations and applications over 2023.



Albury Business Connect Communications and Member Engagement Manager

As Albury Business Connect's communications and member engagement manager for two and a half years, I delivered consistent growth across all digital channels while maintaining member numbers and sponsorships per the Operations Plan.

Key highlights include:

- Met monthly KPIs per the Operations Plan.
- Member communications management during border closures and lockdowns, keeping members updated on important changes that affected their businesses.
- Media management, including drafting press releases and organising local media events.
- Maintained consistent 30% to 40% open and 3%-5% engagement rates on email communications while streamlining the workflow and improving the quality of work delivered.
- Research and implementation of the Glue Up membership platform.



Albury Regional Mental Health Initiative Campaign Manager

The Albury Regional Mental Health Initiative is a joint program between Albury Business Connect and Albury MP Justin Clancy bringing mental health support to Albury businesses. The program made free licenses available for local businesses to access Leora.ai, an innovative AI-powered app that makes it easy for users to find tools and resources to support their mental health.

Campaign highlights include:

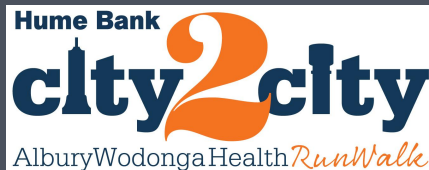
- A media launch event and accompanying press release garnering local and national media attention across all major Albury-based news media and SmartCompany.
- Digital advertising reached over 7,000 local businesses, driving 1800 unique website views and 450+ licenses, either active or in progress at the end of the promotional period.

Leora.



2018 Hume Bank City2City RunWalk Social Media Coordinator

In 2018, I joined the City2City volunteer committee as the social media manager. I drove the digital communications for the 2019 event, managing all social media channels, website, and email marketing, contributing to raising \$110,000 that year.



Motorsport Media Manager

Motorsport is my passion, and I'm incredibly lucky to work part-time in the industry. It's competitive and male dominated, so I'm very proud of the work I've carved out for myself by never giving up and always putting my best foot forward.

In May 2024, I took over as Media Manager for the Australian Formula Ford Series, creating and publishing all race weekend social media, race summaries and media updates.

Instagram: [@ffordaus](#) - my work begins at the Sydney round in May and concludes for the year in October.

News items: <https://www.formulaford.org.au/news>

I also share media management duties for Radical Cup Australia, Australian Production Cars, the National Drag Racing Championship and ANDRA.



Recent Website Copywriting Projects

lastyard.com - automation for global retail brands

elevatedisabilitysupport.com.au - NDIS disability support provider

twincitytruckcentre.com.au - the largest Kenworth and DAF dealer in Victoria



Referees

Glen Robinson - General Manager, Albury
Business Connect (AWBA) - 0421 052 970

Sue Gold - Executive Officer, Border Trust -
0411 094 165

Kylie King - Editor, Border Trust and Albury City
Councillor

0403 333 093





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Thank you