

Angela Hallberg - A Brief CV

Formed Oncall Communications in 2008

To provide marketing assistance to a small portfolio of small/medium sized businesses. Core services are the development of marketing plans, plan implementation and copywriting.

Work History

Budget Rent a Car

Director of Sales & Market Development 1998-2000

National Sales Manager 1996-1998

Corporate Account Manager 1994-1996

Carlson Marketing Group

Account Manager - Incentive Programmes 1990-1994

Travel & Events Co-ordinator 1989-1990

Sunbeam Tours

Retail Travel Consultant 1986-1989

Other

Diploma in Integrated Marketing Communications completed in 2011

Chairperson of the Board of Trustees, Ramarama School

For further information visit www.oncallcommunications.co.nz

Key Clients



My husband Evan, is a Director of Econobuilt, a design build construction company. I assist Econobuilt with their marketing requirements, and write and desktop publish many of their presentation and proposal documents, along with newsletters, promotional flyers and advertisements as required.



In 2010 Econobuilt identified a potential niche market in the equestrian industry. I worked with them to choose a brand name, construct a marketing plan and I engaged a graphic designer to develop a logo. Brochures, website, branded clothing, etc, were launched at the 2011 Horse of the Year show in Hastings, and a modest PR and advertising campaign followed.

In 2012 Econobuilt sold the Harrison Lane brand after deciding to focus on the commercial division of the company and I continue to work with the new owner.



In 2012-13, I worked with Econobuilt to develop a new name and brand for their commercial division - Indesco (Intelligent Design + Construction). This also included the development of a new website as well as a complete re-imaging of the company's stationery, site signage and all proposal documents.



Nautical Contracting are specialists in the design, manufacture and installation of teak decks for super yachts around the globe. I have worked with them for since 2009, developing, implementing and reviewing their marketing plan which is primarily PR and networking/direct sales based.



This work has also included the development of a global marketing plan for the revolutionary new teak decking alternative, GreenTeak, working in conjunction with the Italian company that designed the product.



Shockwatch NZ Ltd is a distributor of products that prevent damage to goods in transit and storage, as well as reducing accidents to warehouse staff. They have a relatively technical and diverse product range and required a new website to enable them to effectively sell to New Zealand customers and encourage new distributors. This website was completed and launched in October 2012 and is continually being optimised.



Epsom Automotive is an automotive repair workshop in Epsom, Auckland. I have worked with them since 2008, handling all marketing requirements and maximising their limited marketing budget. Database marketing and local PR/networking has been used to good effect to build a loyal client base and significantly grow the business.



Natural Health Review is a website and series of newsletters that summarize recent clinical studies. I worked with them to develop a PR plan to promote Natural Health Review and build awareness leading to an increased number of consumer subscribers.



Up front and honest!

Omega Rental Cars is a successful player in the very competitive, price-sensitive rental car market. I took on the role of Marketing Manager in Dec 2012, working with them to develop new business streams and maximise returns from existing markets. There is a major focus on online marketing both SEM and SEO, as almost all business is booked direct via the company's website.



MetroGas delivers 9kg and larger LPG gas bottles on a swap basis throughout Auckland at a cheaper price, delivered, than Swap-n-Go. I worked with MetroGas to commission the website, manage its development and then prepare and implement a marketing plan to launch this new venture into the Auckland market in mid 2013. This includes online advertising and a radio campaign with Classic Hits. Sales are building and the company is well satisfied with results to date.

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