

## 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 long term strategic and short term tactical marketing plans, plan implementation, copywriting, desktop publishing and web services.

### 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](http://www.oncallcommunications.co.nz)

## Oncall's Current Key Clients

**indesco**

In 2012-13, I worked with Econobuilt and Fuse Creative 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-imagining of the company's stationery, site signage and all proposal documents. I continue to work with the Indesco team as required.



Harrison Lane specializes in the design and construction of premium quality equestrian buildings. Involved since the company's inception in 2011, I work closely with Laura Daly the owner - creating and managing the website, preparing point of sale and display materials, advertising and PR. It has been gratifying to see the business grow and prosper, developing a reputation for luxury stables, rural and equestrian commercial buildings.



*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. A high rate of growth has seen the business develop and change and Omega continue to be a key client.



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 (both for the original and new owners), 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.



Mark Grey Carriers delivers specialized freight to customers throughout Auckland, and has been doing so for over 30 years. Recent growth has seen the need to submit formal tender documents to some long term clients and source and implement a track and trace system. I have successfully managed these projects and continue to work with them on a variety of marketing and operational projects.



Bombay Pet Foods have been producing quality raw pet food for the New Zealand market for longer than most of us can remember - 'Every Pet Knows Jimbos'! Today the company has multiple delivery channels and brands, marketed through many channels, including a home delivery website. I work with their team on an as required basis, providing marketing advice and strategies, PR and comms assistance.

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