

Angela Hallberg - A Brief CV

Formed Oncall Communications in 2008

To provide marketing assistance to a small portfolio of SMEs. Core services are the development of long term strategic and short term tactical marketing plans, co-ordinate implementation and measurement including copywriting, desktop publishing, digital adverting, social media and web services.

Work History

Index Group (Omega Rental Cars, RaD Car Hire, Pegasus Rental Cars)

- Marketing Manager (contract role) 2018 - current

Omega Rental Cars

- Marketing Manager (contract role) Omega Rental Cars 2012-2018 (when purchased by Index Group)

Oncall Communications

- Self-employed marketing contractor 2008 - current
- Working with a variety of clients as described on the pages that follow

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 2012; Chairperson of the Board of Trustees, Ramarama School, 2010-2012

Key Clients



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 to develop new business streams and maximise returns from existing markets. There is a major focus on online marketing (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. We were delighted that our Upfront and Honest approach was rewarded with a win in the Canstar Blue Customer Satisfaction Awards 2021. Purchased by the Index Group in 2018, I continue in this contract role, now managing the day to day activities of a marketing co-ordinator.

RaD Car Hire, a large, franchised rental car network in New Zealand and Queensland, Australia, was purchased by the Index Group in 2019. The ability to apply key learnings from our successful growth of the Omega rental car brand to this well established entity, has been a key component of my role as Marketing Manager. With the added complexities of working with a large group of franchisee owners, and the need to maintain a unique brand and customer voice, this has been a satisfying challenge, even during the difficult Covid-19 years.

Pegasus Rental Cars is a smaller group of franchised locations that the Index Group owner, Adam Parore, had worked with for many years. Targeting both local businesses, schools and government departments, as well as holiday makers, the work in carving a niche for this brand and ensuring its digital success, has only just begun.



intelligent design + construction



Epsom Automotive is an automotive repair workshop in Epsom, Auckland. I have worked with them from 2008 - 2018 (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.

MetroGas delivers LPG on a swap basis across Auckland and the Waikato. This new Auckland service was launched mid 2013. I worked with MetroGas from the time of product conception to website launch, we implemented SEO and social media strategies and liaised with radio creatives at both MediaWorks and The Radio Network. Following a successful launch, sales have grown exponentially each year and customers from all walks of life are switching to the MetroGas system. So the biggest question you may ask is "Why didn't somebody do it sooner?"

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-imaging 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 from inception for the first 8 years of the company's evolution, I worked 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 and homes.

Nautical

Contracting

Nautical Contracting specialized in high quality teak decks for the superyacht industry. I worked with them from 2010-2018 to develop a marketing plan, launch new product lines and services, undertake a global PR campaign, prepare brochures, advertising, websites, direct mail campaigns, boat show materials, even the fitout of a new Viaduct based office. The business was eventually relocated to Germany.

MARK GREY

carriers

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.

JIMBO'S

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 worked with their team on an as required basis from 2016 to 2018, providing marketing advice and strategies, PR and comms assistance. This service was no longer required when the company was purchased by Australian based Real Pet Food Company.

SHOCKWATCH®
NEW ZEALAND LTD

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.

Attributes, Skills and Experience

- **TECH SAVVY** - capable of learning new software efficiently and solving technical issues independently.
- **CLEAR COMMUNICATOR** - both in person, via zoom, powerpoint and all written channels. Able to adapt style to suit required purpose and/or brand personality.
- **PROJECT MANAGEMENT** - able to plan and manage project progress, assign and monitor responsibilities and tasks achieved.
- **STRATEGY DEVELOPMENT** - competent in preparing marketing plans, SWOT analysis, out of the box thinking, brainstorming.
- **REPORTING** - able to prepare concise, legible reports and communicate regular updates.
- **BUDGETING** - able to prepare and monitor budgets.
- **ACCOUNTABILITY** - excellent time management, ability to adhere to budgets and deliver projects on time, well developed sense of personal responsibility, able to prioritise tasks required and manage activity based on return on investment.
- **SEO/SEM/CRO** - competent in the use of google analytics to measure results, well developed understanding of factors influencing SEO. Able to set up, run, manage and measure advertising campaigns using Google Adwords, Bing and Facebook. An understanding of conversion rate optimisation and factors influencing action on site.
- **CREATIVITY** - an eye for design, a flair with words and a knack for creative problem solving - capable of using both sides of the brain.
- **RESULTS DRIVEN** - I take satisfaction from and am motivated to achieve results. I don't like doing anything averagely, I like to do it well!

- **OFFICE SOFTWARE SUITE** - Well versed in all MS Office applications including Photoshop and MS Project.
- **ADOBE CREATIVE SUITE** - Experienced in Photoshop, Illustrator, Acrobat, Indesign, Premier Pro and Dreamweaver.
- **FILEZILLA, CPANEL** - Regular user.
- **WORDPRESS** - Experienced in development of Wordpress websites, use of themes and plug-ins, including ability to move a wordpress website to a new hosting platform, website security and backups.
- **GOOGLE ANALYTICS, GOOGLE SEARCH CONSOLE** - Regular user.
- **FACEBOOK BUSINESS SUITE** - Including development of social media campaigns (paid/unpaid) and resolution of page ownership issues.
- **MAIL CHIMP/SENDINBLUE** - Database management, eDM creation and dispatch, split testing.

- **SALES SKILLS** - Proven ability to generate new business through solution selling, experienced in proposal development and presentation.
- **ACCOUNT MANAGEMENT** - Able to nurture client relationships and build long term win-win partnerships.
- **PR/CUSTOMER SERVICES/REPUTATION MANAGEMENT** - Confidence in handling media, writing and releasing a press release, dealing with customer complaints, monitoring and responding to media mentions.
- **COPYWRITING** - 25+ year's creative copywriting experience, excellence in grammar, spelling, technical, plain English and creative writing.

Personal Situation, Hobbies & Interests

- Married (25+ years) with 2 adult children.
- Based in Half Moon Bay, Auckland, NZ.
- Keen boatie - fishing, Hauraki Gulf and Coromandel exploring, small boat sailing.
- Trail runner, Xterra competitor and Half Marathoner.
- Oddly addicted to cryptic crosswords and an avid reader.
- I enjoy socialising, spending time with family and escaping Auckland for Pauanui and to explore new parts of New Zealand.

Career Goals and Intentions

- To gain personal satisfaction from and reasonable reward for, achieving results on behalf of the companies I choose to work for.
- To juggle work-life balance to enable both career goals and personal plans to be achieved.

Education

- Born in Reading, UK and educated at primary schools in England and Wales.
- Intermediate - Farm Cove Intermediate, Pakuranga.
- High School - Pakuranga College, School Certificate - A in 6 subjects, Pitmans Typing Intermediate, TCB Shorthand/Typing Stage 1
- ATITB - Travel Industry Training Level 1988-89
- Brian Tracey Seminars - The Psychology of Achievement, Time Management for Results 1992/1993
- Australian Incentive Association Awards - Silver 1991, Gold 1992, Cat 1 Prize 1993
- Dynamic Graphics Education Foundation - Print & Production Methods 1992
- Executive Image - The Professional Edge 1993
- Tertiary - Manukau Institute of Technology - Diploma in Integrated Marketing Communications - 2012
- Social Media Strategy for Results - 2012
- Using Psychology to get Cut-Through with Design - 2013
- UX Crash Course: A hands on introduction to user experience design - 2018