

# Tricia Mikolai

BRAND, COMMUNICATIONS & MARKETING LEADER

## CONTACT

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## PROFESSIONAL SKILLS

Team-building  
Inclusion & Listening  
Strategic Planning  
Strategy Execution  
Budget Management  
Content Development  
Digital Marketing  
Social Media Management  
Project Management  
Writing & Editing  
Problem-solving

## TECHNICAL SKILLS

Microsoft Office Suite  
Marketo, Adestra  
Constant Contact  
WordPress, Wix  
LinkedIn, Facebook  
Twitter, YouTube  
Salesforce  
QuestionPro  
SurveyMonkey  
Basecamp, Asana, Trello  
Adobe Photoshop

## SUMMARY

Brand, communications and marketing leader with more than 20 years of experience. Successful history of creating go-to-market strategies, generating leads and achieving goals. Exceptional written and verbal communicator who builds strong teams and leads by example.

## EXPERIENCE

### HEAD OF MARKETING/COMMUNICATIONS

*Franklin Covey Pty Ltd | 09/2020 – Present*

Responsible for marketing and communication strategy across Australia and New Zealand with the goals of increasing brand awareness, generating leads, converting qualified leads into sales pipeline and managing internal communications.

- Grew monthly impressions from 629 to 42,312 through four-month LinkedIn campaign.
- Decreased website bounce rate from 72% to 40% through new content and site navigation for search engine optimisation.
- Increased website organic visitor traffic by 186% demonstrating greater search relevance.
- Grew total leads from 4.3% to 24.3% as sourced by digital campaigns.
- Engaged 2,953 individuals across 1,715 organisations with monthly webcast strategy over nine months.
- Developed consistent brand and outreach toolkit for sales team to market monthly events including social media posts, LinkedIn requests, email templates, invitations and collateral.

### GLOBAL MARKETING COMMUNICATIONS LEADER

*Energy Exemplar Pty Ltd | 09/2018 – 11/2019*

Developed strategic global marketing plan and led execution both globally and regionally. Created sales collateral, digital campaigns, event strategy and regional user conferences.

- Achieved 600% increase in website sessions from January to October by introducing search engine optimisation and new page navigation.
- Gained 179% growth in content subscribers.
- Engaged record high attendees at all three 2019 user conferences.
- Gained more than 13,000 views after launching YouTube channel.
- Launched vision, values and brand strategy to employees.

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## CERTIFICATIONS

**Customer Acquisition**  
Specialist

**Social Media Marketing**  
Specialist

**Email Marketing**  
Specialist

**Direct-Response**  
**Copywriting**  
Specialist

**Search Marketing,**  
**Optimisation & Testing**  
Specialist

## EDUCATION

### MASTER OF BUSINESS COMMUNICATION

University of St. Thomas  
School of Business  
Minneapolis, MN

### BACHELOR OF ARTS IN ENGLISH (HONOURS), WRITING EMPHASIS

University of St. Thomas  
St. Paul, MN

## EXPERIENCE (CONTINUED)

### BI WORLDWIDE | 05/2007 – 06/2018

*Managing Director – Australia | 03/2015 – 06/2018*

Managed and mentored sales, implementation and customer service teams for domestic and Oceania market.

- Achieved 30% increase in client acquisition by developing formal, documented sales process and plan.
- Gained 17% increase in campaign open rate with HR leaders through targeted solution story.
- Earned nearly 25% growth in brand awareness by publishing articles, writing white papers and public speaking.
- Doubled employee retention rate by implementing new annual review process, values campaign and internal communications plan.

*Director of Solution Design & Delivery – Australia | 08/2013 – 03/2015*

Designed employee engagement programs as well as sales performance improvement programs that led to new business. Managed team of account managers who implemented sold programs.

- Closed three new business sales in the first 12 months.
- Increased client retention to 85% through engagement strategy focused on behaviour change programs and measurement.
- Wrote thought-leadership content for marketing campaigns.

*Account Supervisor – United States | 05/2007 – 08/2013*

Supported new customer acquisition by designing sales performance improvement and employee recognition programs, writing proposals and presenting solutions. Averaged 15% annual growth across total accounts; growing by more than \$2 million from 2009 to 2010. Client results include:

- Increased employee engagement 50% in one year for a global medical device client by creating engagement program; wrote case study that was instrumental in winning two new clients.
- Increased physician message recall 17% for a pharmaceutical client by creating its sales team communications campaign.

## VOLUNTEER

### WOWFM 100.5 COMMUNITY RADIO STATION

Executive Board Member and Communications Lead