PANTONE®

JADE REHDER 355 C

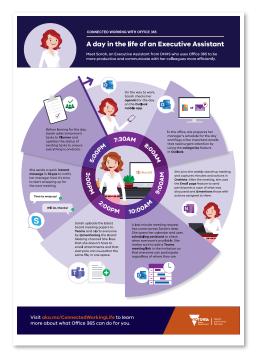
DEPARTMENT OF HEALTH & HUMAN SERVICES (VIC)

SENIOR CHANGE AND COMMUNICATIONS CONSULTANT













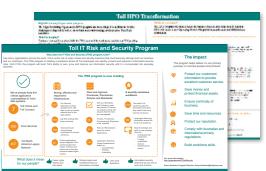
The goal of this agile project is to migrate all DHHS employees to Office 365, a total of 11,503 users. I support the change and adoption activities, particularly the planning and delivery of all communications and engagement activities in the preparation of Go-Live dates. I liaise with the IT Business Partners, Directors and Deputy-Secretaries to ensure the smooth running of the deployment schedule. On a fortnightly basis I provide updates at the SteerCo, and at Stream Lead meetings. I am also integral in the development of the transition plan, which includes a prescribed Learning and Development Plan, based on ADKAR methodology.

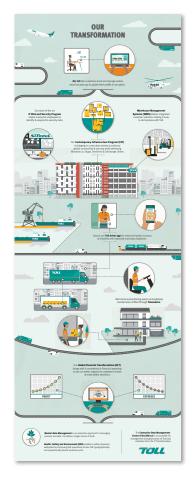


TOLL GROUP

CHANGE & COMMUNICATIONS MANAGER







The Contemporary Infrastructure Program (CIP) encapsulates 3 Program Streams that focus on upgrading the IT infrastructure of the business.

Two streams focus on the global footprint - consolidating 19 data centres globally, to 5; and refreshing all network services.

The third stream focusses on the end user experience - replacing all devices more than 4 years old with a new Dell device, and transition to a cloud-based a service desk plus transitioning to Office 365. The change approach includes a robust training and adoption approach, including videos, a training Sharepoint hub, and a detailed communications plan to manage the rollout.





AXIOM

COMMUNICATIONS MANAGER, WITHIN A CONSERVATIVE INDUSTRY

First job was to assess current communication tools, and upgrade as and where appropriate. So I created a new look and feel for key comms, such as the investor presentation and







RIBS & RUMPS

AUSTRALIA DAY & VALENTINES DAY CAMPAIGNS.

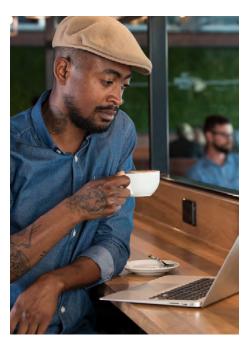
Campaign for Australia Day. Creative was centred around "Lamb Lovers Unite", and myself and the Creative Director developed 3 characters, which we photographed and rolled out across all media channels and in-store/POS.













COFFEE CLUB

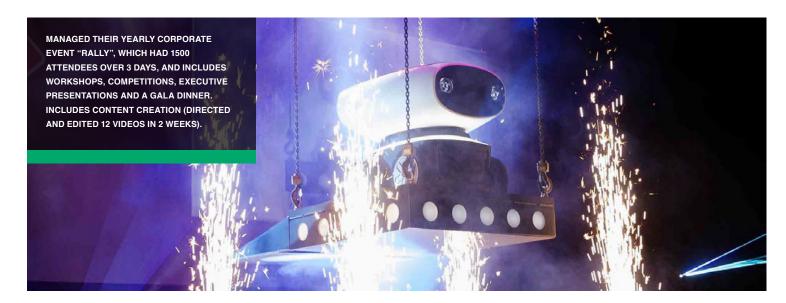
Full scope campaign, to engage more with potential franchisees. Included creative and digital execution

 website, CRM and aftercare. Further work included facilitation at trade shows, roadshows and media relations for industry publications.





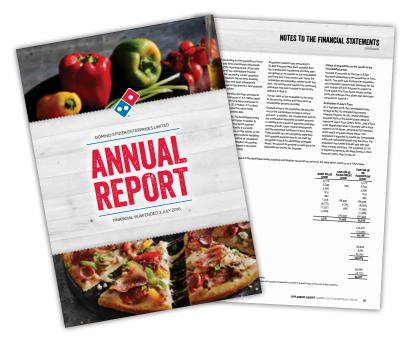
DOMINO'S



Other projects included revamping their training platform "DOTTI" from the ground up (including shooting all safety/instructional videos), and full strategy for recruitment drive of Domino's Pizza International (U.S.), which included media planning and creative output.

Also, project-managed Annual Report for 2015 and 2016 – strategy, content creation (copywriting and videos)

and digital execution (website and app, which gathers information from all 6 markets, and displays the current DPE shareprice on the home page, and a user's own value of their investment once they are logged in).









MERCY SHIPS

Full re-brand, and revamp of mailout campaigns. Traditionally, the End of Financial Year mailout is the most profitable. Under our guidance and creative direction, we were able to increase all key metrics positively – higher number of donors, each donation was increased (on average), and costs were lower. All through an improved design, new brand story and more pointed storytelling. The new look and feel was rolled out across further executions – Facebook ads, print media and radio promotion, with continued success.



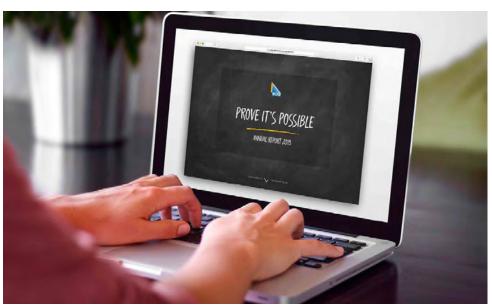














BANK OF QUEENSLAND

Strategy and facilitation of a number of events

(Broker of the Year, content creation for Annual Report (copywriting, video producing/directing/ editing), creative direction and co-facilitation of workshops and internal employee engagement

"Prove its Possible to love a bank".

