

JEMMA CARROLL

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Portfolio → jemmacarroll.com

SUMMARY

Marketing professional with 4+ years of experience with multi-channel marketing strategies, paid social campaigns and organic social presences. Skilled in Meta, GA4, Google Tag Manager, SEO, and content creation across various platforms, including video production and graphic design.

WORK EXPERIENCE

- 09/2025 - CURRENT **META AND GOOGLE TAG MANAGER SPECIALIST** Remote
FREELANCE
- Leads campaign development, execution and performance across social media content, targeted social media ads, website updates and related paid advertising.
 - Integrates paid social campaigns, Google Tag Manager, and optimisation.
- 05/2025 - 04/2026 **MARKETING OFFICER** Wollongong
WOLLONGONG CITY COUNCIL
- Delivered comprehensive marketing across multiple portfolios
 - Developed full-funnel paid social campaigns, with management of conversion tracking, optimisation, and performance analysis
 - Incorporated AI into social media workflows, enabling faster content production and effective testing
 - Led the implementation of GA4 and Google Tag Manager across 5 portfolios, including custom event tracking → established Council's first end-to-end measurement framework and trained other team members
 - Managed organic social and moved it away from high-volume posting to a performance-led approach
 - Owned and optimised 4 websites (WordPress and Squiz CMS), leading UX-focused redesigns that drove 20-30% growth in traffic
 - Used AI to develop an automated tool to analyse occupancy data and identify opportunities for targeted promotions based on demand periods
 - Delivered integrated campaigns for major events, including Culture Mix
 - Ran segmented email campaigns across 4 portfolios, supported by paid social, including a campaign that saw a 328% increase in subscribers
- 11/2024 - 05/2025 **MARKETING AND SOCIAL MEDIA MANAGER** Sydney
MGM MARTIN
- Grew social media following by 35% in 90 days through targeted content and consistent posting
 - Managed the company's organic social presence plus content for 5 agents
 - Set up email campaigns to maintain regular audience communication, achieving a 25% average open rate in the first 90 days
 - Led content production end-to-end, including content ideation, filming, editing, and publishing video content
 - Delivered a full brand refresh, including the redesign of all brand templates and the creation of a new quarterly company magazine from end to end
- 06/2024 - 12/2024 **SOCIAL MEDIA MANAGER & GRAPHIC DESIGNER** Remote
FREELANCE
- While travelling, retained and managed existing client relationships following departure from MMJ Real Estate, continuing to deliver marketing and design support independently

- 11/2022 – 06/2024 **MARKETING MANAGER** **MMJ REAL ESTATE WOLLONGONG** **Wollongong**
- Managed multi-channel marketing campaigns with budgets >\$200,000
 - Increased website traffic by 70% through UX and content optimisation
 - Drove 55% increase in project enquiries via print and digital campaigns
 - Produced 500+ digital and print assets supporting major projects
 - Managed 14 social accounts across Facebook, Instagram, and LinkedIn
 - Led branding projects, including logo design and full brand kits
 - Coordinated 20+ events, including auctions, corporate functions, and community activations
 - Mentored and managed 2 junior marketing staff
- 06/2021 – 11/2022 **MARKETING ASSISTANT** **MMJ REAL ESTATE WOLLONGONG** **Wollongong**
- Managed paid social campaigns, content creation, print advertising, event support and website maintenance across a high-volume real estate agency.
- 07/2020 – 06/2021 **SOCIAL MEDIA MANAGER** **STUDIO LARIE** **Sydney**
- Managed social media for 11 startup clients, often launching from scratch
 - Drove audience growth and engagement across Instagram and Facebook
 - Supported client acquisition and marketing activity through digital content
 - Created branded content using Canva and Adobe tools
- 10/2020 – 04/2021 **MARKETING INTERN** **TWOBFORE9 MEDIA** **Sydney**
- Managed content creation and campaign execution across social and email marketing channels
 - Learnt to improve engagement across digital channels and applied this to manage 4 startups' social media presences

EDUCATION

- 2019 – 2021 **THE UNIVERSITY OF TECHNOLOGY SYDNEY**
BACHELOR OF COMMUNICATION
DIGITAL & SOCIAL MEDIA AND PUBLIC COMMUNICATION
- Achieved Distinction
- 2013 – 2018 **THE ILLAWARRA GRAMMAR SCHOOL**
HIGHER SCHOOL CERTIFICATE
- Top 10% Academic Recognition

SKILLS

Organic Social Media Strategy	Adobe InDesign
Meta Ads Manager	Adobe Photoshop
Google Ads	Adobe Illustrator
Google Analytics (GA4)	Adobe Premiere Pro
Google Tag Manager	Canva
SEO	CapCut
Email Marketing	WordPress
Content Strategy	Squarespace
Copywriting	Squiz CMS
Claude amongst other AI Tools	Silverstripe