

Curriculum Vitae



Tahlia Phillips
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Employment History

DIRECTOR

Design Graphics Warehouse
Market: B to B
August 2006 to Current

Direct a dynamic and professional team of marketers, designers, account managers, digital pre press/printer operators to the delivery of fully integrated, strategic, profitable marketing campaigns which generate positive results for our clients. DGW's portfolio of clients includes Telstra, ANZ Banking Corporation, Porsche, Elizabeth Arden and Symantec.

ADJUNCT LECTURER - STRATEGIC MARKETING

Macquarie University
January 2007 to current

- Assist with course design, intertwining marketing experience with complex strategic marketing theories.
- Real time examination of business case studies with feedback current with business knowledge.

DIRECTOR

ANZ Mortgage Solutions Franchise – Paddington
Market: B to C
April 2006 to April 2007

Established and managed a newly created ANZ Mortgage Solutions franchise for the Paddington Territory. This territory included Double Bay, Point Piper, Woollahra, Elizabeth Bay, Bondi Junction and Paddington.

VOLUME BUSINESS MARKETING MANAGER

Hewlett-Packard Australia
August 2003 – April 2006
Market: B to B

Manage demand generation advertising for the Small and Medium Volume Business which includes managing 12 Tele-Sales personnel, generating revenue and managing a marketing budget in excess of \$10M.

INSTALLED BASE & EDUCATION MARKETING MANAGER (Dual Role)

Hewlett-Packard Australia
June 2002- August 2003
Markets: B to B and B to C

Focus on developing and implementing HP consumer customer loyalty programs and acquiring new customers in the education sector.

MARKETING INTELLIGENCE ANALYST

Hewlett-Packard Australia
December 2001 – June 2002
Market: B to B and B to C

Develop overall structure and implement HP Australia's first CRM tool. Evaluate and recommend best methods of communication to customers using new CRM tool.

MARKETING ASSOCIATE

Hewlett-Packard Australia
February 2000 – November 2001
Market: B to B and B to C

Support five Market Development Managers (MDMs) and assist in the development and execution of national product launches and marketing campaigns. Simultaneously took on the responsibility of HP Intranet Webmaster for Australia and New Zealand.

MARKETING CONSULTANT

Focus Financial Group
March 1999 – February 2000
Market: B to B and B to C

Develop business plan and implement Marketing program for entire company. Focus Financial Group did not have a marketing program or manager in place prior to my being hired.

SALES CONSULTANT - TELEMARKETING

Telstra National Telemarketing Centre
November 1998 – April 1999

Selling Telstra services to high net worth customers across Australia.

Affiliations

Australian Institute of Management
Australian Marketing Institute
Australian Direct Marketing Association
Australian Businesswomen's Network

Education

MASTER OF COMMERCE IN MARKETING

(Major in Marketing)
2005-2007
Macquarie University

AUSTRALIAN INSTITUTE OF MANAGEMENT

2005 - Managing People for Success

IGNITE TALENT

2005 - Presenting Effectively for Sales

ESSENTIAL BUSINESS SKILLS

2002 - Tuck at Dartmouth Business School – Business Bridge Program

BACHELOR OF BUSINESS

(Major in Marketing)
1996 - 2001
Swinburne University of Technology