

# SPECIALIST SKILLS & ACHIEVEMENTS

DIGITAL PRODUCTION MANAGEMENT  
DIGITAL TRANSITION  
PROJECT MANAGEMENT / SOLUTION CREATION  
CUSTOM DIGITAL INTEGRATIONS  
ONLINE AUDIENCE ENGAGEMENT

WEB AND APP DEVELOPMENT  
DIGITAL MARKETING STRATEGY  
MULTI-CHANNEL MARKETING  
JAVASCRIPT / PHP / HTML / CSS  
STORYTELLING AND JOURNALISM  
GOOGLE ANALYTICS CERTIFIED



*"I have found John to be inquisitive, insightful and knowledgeable on digital applications that could make significant improvements across the organisation. His level of professionalism was a breath of fresh air. I also appreciated John taking the lead in his team to guide and mentor less experienced staff."*

- Natalie Powarchuk, Quality Manager at Diabetes Australia

*"We have found that John's focus on long-term strategy and planning has helped us better focus our marketing campaigns and provide clear direction for the business."*

- Noel Hill, Operations Manager, Aquarius Day Spa

# DIGITAL

Innovator  
Producer  
Developer  
Strategist

I am an experienced digital production team manager with good technical skills, a head for innovation and a focus on delivery. My most recent work is leading a multi-discipline production team developing digital solutions for top-tier Australian brands. I also lead the digital transformation of the business, driving innovation and original thinking as well as implementing Agile project management concepts to optimise resource usage, product quality and profit.

I have content creation skills across graphic, written, photo and video content. I am also a skilled web developer and have driven the creation of a number of online platforms for clients including NATO (North Atlantic Treaty Organisation), large government organisations, large Australian businesses and major media organisations.

I have an excellent understanding of branding, content targeting, marketing strategy and audience engagement. I have played key roles in digital transition projects across a number of large commercial and not-for-profit organisations.

I am an experienced project manager across a range of diverse organisations. I have driven the development of many innovative projects across marketing, the media, communications, journalism, community engagement and editorial development.



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# EXPERIENCE

## DIGITAL DIRECTOR, CHANNEL T (2016)

With Channel T I manage the production of digital assets for a range of top-tier Australian businesses. This includes the scoping, specification, development and testing of websites, high-end landing pages, edms, mobile apps, online competitions and custom social media integrations.

In an Agile environment I manage a development team of six including front end, backend, technical lead and testing roles. I also manage a range of external contractors and service providers.

My day-to-day includes close liaison with account management staff, clients and development personnel. I also work closely with business directors to drive process and production management innovation.

As the main driver of digital innovation within the business I am constantly reviewing and improving development process to achieve high levels of quality and efficiency. This has seen recent major changes to the structure and work methods of the development team, including a move to Agile Feature Based Development, the JIRA/Confluence/GIT management platforms, and upgrades to hardware and hosting.

Successes include an increase in the quality of work delivered to the client, a very substantial increase in the profitability of development projects, better visibility over the development process, and more work satisfaction within the development team.

## DIGITAL COMMUNICATIONS SPECIALIST: (CAMPAIGNS AND DIGITAL PRODUCTION) DIABETES VICTORIA (2015)

At Diabetes Victoria I provide specialist digital marketing and community engagement advice across a range of departments including memberships, fundraising, programs and events. This includes strategic campaign planning, production of high quality written, direct digital marketing and online content.

## MARKETING PROJECT MANAGER & BRANDING MANAGER: GUILD DIGITAL MARKETING DEVELOPMENT TEAM (2014)

The GUILD is a group of professionals working together to develop and implement long-term digital marketing for mid to large Australian businesses. The GUILD is not a digital media marketing agency, but a coming together of digital media specialists to fill skill shortages within business structures.

In the GUILD I fill the role of Digital Marketing Strategy Manager and Web Developer.

## MARKETING AND COMMUNICATIONS, ENDEAVOUR FOUNDATION (CONTRACTOR) (2014)

For Endeavour Foundation I provided communications and marketing services across all media types mostly focused on promoting their charity fundraising events.

## EDITOR AND PROJECT COORDINATOR, NEW JOURNALISM PROGRAM AT THE EDGE, STATE LIBRARY OF QUEENSLAND (TEMP CONTRACT) (2012)

As the Manager of this program I drove the development of new ways to create and deliver digital news. I drove the direction of experimentation an innovation within the framework of the programme. I reported directly to upper management, managed a number of employees and interns and was responsible for the budget and resourcing.

## CROSS-MEDIA JOURNALIST, AFGHANISTAN AT NATO CHANNEL TV / INDEPENDENT CROSS- MEDIA JOURNALIST, AFGHANISTAN (2012 -13)

The collection of broadcast audio, video and still image content to communicate NATO's mission in Afghanistan to a global target audience. The engagement of broadcasters and publishers around the world to secure the publication of NATO content. In this position I also filled a technology based role, setting up video feeds and studio based video shoots. After spending nine months working with military forces in Afghanistan, I had a feeling that there must to me more to the nation than war. After leaving NATO I went back, this time as a self funded documentary maker. I lived with some Afghan taxi drivers in the middle of Kabul, no guards, no guns.

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# RECENT MAJOR PROJECTS

## CHANNEL T, AGILE DIGITAL PRODUCTION MANAGEMENT TRANSFORMATION

Channel T was managing their development projects in a classic waterfall management system which was causing large blow-outs in scope, budget and time lines. After spending some time assessing the business' needs I proposed to the Directors to implement an Agile FBD (Feature Based Development) management framework.

In the implementation of the Agile framework I gave presentations to key stakeholders and the leadership team. I also trained production staff in how to operate in the Agile environment, leading SCRUM meetings and guiding process where needed. The structure of the development team also needed to be changed to work within the Agile framework, and I managed negotiations with external developers to implement this.

The Agile transformation also included upgraded to the development management software, including a move to JIRA, Confluence, Bit Bucket (GIT) and Team City CI. As part of the software upgrades, server and hosting were also reviewed and a new hosting provider secured to better meet the business' needs. During this process I managed the contract negotiations and set up of the new platforms.

The use of an Agile project management system has given Channel T better control of development projects, and importantly scope creep. It has also allowed them to better predict and manage business priorities and resources.

## DIABETES VICTORIA STRATEGIC COMMUNICATIONS MAP (PRESENT)

As with all not-for-profits across Australia, Diabetes Victoria is on the verge of digital change. Under the leadership of Lyn Curtis as the Media and Communications Manager I initially designed an editorial process aimed to break down cross-departmental silos within the organisation. This then led to the development of a strategic communications map which gave detailed visibility of audiences and touch points across the complex multi-departmental organisation.

I continue to work with Diabetes Victoria as a Digital Communications Specialist within a small communications team, driving digital marketing strategic thinking across the organisation. This includes collaborating with project based teams to engage digital audiences across events, fundraising and membership.

## TOLD - INSIGHT TO AFGHANISTAN

TOLD is a multimedia online storytelling platform aimed at ultra long form factual content. For TOLD I am writing Insight To Afghanistan, a book focused on my experience as an unsupported independent journalist living in this exotic Middle Eastern country.

## THE ANTHROPOCOSMIC APOTHECARY

The Anthropocosmic Apothecary is a boutique retreat nestled in the hills of Northern NSW. I work with the business managers to build their digital presence and audience engagement. This includes the design of promotional material and the build of a website along with long -term strategy advice.

## AQUARIUS HEALTH & MEDISPA - ASPA BEST MEDISPA IN AUSTRALIA (2014-15)

This project involved the rebuild of a large business website to better engage audiences and drive customer conversions. On this project I managed the GUILD digital media team to deliver all web graphic and technical elements and also digital marketing campaigns for email, social media and print distribution.

## A GOOD BRIEF (2012-14)

A Good Brief is about independent journalism and making sure everyone has access to broad information to form their own opinions. But with so much information out there it can be hard to see how it all fits together, that's why A Good Brief uses a custom designed layout engine to present audio, video, images and text in a way that's easy to read and easy to understand.

## CITIZENJ (JUNE 2012)

Run under the banner of the Queensland State Library, the CitizenJ New Journalism Program creates a new way of looking at community based journalism and news, based upon research developed both overseas and within Australia. The design of the new newsroom takes apart the old news model and rebuilds it with a focus on the new generations' consumption of news.

## OCCUPYING BRISBANE DOCUMENTARY (2011)

When three total strangers joined together to form their own local chapter of the worldwide Occupy movement, they didn't realise the battle would not just be against global fat cats, but also against each other. I filmed and produced this story completely solo using a Canon 60d DSLR camera.