

Chris Cusack

CONCEPT | CONTENT | COPY



WHY ME?

Since 2010 I have enjoyed working in roles that revolve around creative communication. I specialise in strategic content management campaigns, with a focus on developing creative messaging that drives specific outcomes within a targeted audience. My agency background and in-house experience gives me perspective across a wide range of industries and channels, while my time as a freelancer has honed my intuitive grasp of what an audience needs to feel about a topic. I bring value by translating these feelings into personal benefits that persuade the audience to take action.

DETAILS

+61 422 290 843

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Sydney, NSW, 2000

PROFESSIONAL SKILLS

Microsoft 365	● ● ● ● ● ● ● ○
WordPress	● ● ● ● ● ● ● ○
HubSpot	● ● ● ● ● ○ ○
SEO	● ● ● ● ● ○ ○
Adobe CS	● ● ● ● ○ ○ ○
HTML/CSS	● ● ○ ○ ○ ○ ○
Content Campaigns	● ● ● ● ● ● ● ●
Concept Ideation	● ● ● ● ● ● ● ●

PREFERENCES

Creative/Strategic Role	● ● ● ● ● ● ● ○
Hybrid Work	● ● ● ● ● ● ○ ○
Coffee	● ● ● ● ● ● ● ●

WORK EXPERIENCE

MOST RELEVANT

WHERE

2,9 NOV 2020 / AUG 2023
CONTENT SPECIALIST at First Focus ▼ Mascot NSW

First Focus aims to be the #1 IT MSP in the country. As the content specialist, I was responsible for all things content, including concept management and copywriting, while mentoring a small team of content producers.

0,7 MAR 2018 / SEP 2018
CONTRACT EDITOR at Compare TV ▼ Warriewood NSW

Compare TV is an affiliate marketing firm. In the contract role as an editor, I redesigned their content generation and audit processes. This included drafting guidelines for tone of voice, CTAs, UX, branding and more.

4,1 JAN 2014 / FEB 2018
FREELANCER at CJCUSACK DOT COM ▼ Sydney NSW

As a freelancer, I helped my clients identify and communicate the concepts and messaging they need to capture the attention of their key audience. I also help my clients generate the copy they need to help their audience take action.

1,6 JUN 2012 / DEC 2013
COPYWRITER at Elastic Digital ▼ Redfern NSW

A creative digital agency, Elastic Digital developed customisable channel marketing campaigns. As the copywriter, I was responsible for concept generation, content delivery, and internal communications.

EDUCATION

BCOM: MARKETING

Macquarie University
NSW, Australia

DIP: BUSINESS MANAGEMENT

TAFE, North Sydney Campus
NSW, Australia



CAREER HIGHLIGHTS

- Implemented internal content marketing schema for award-winning MSP.
- Revamped content generation systems for affiliate marketing agency.
- Designed a content marketing strategy for an up-and-coming telco.
- Rebranded a niche digital marketing agency.
- Developed, audited and managed scalable content generation systems.
- Completed concepts and full campaign copy for Fortune 500 companies.
- Enabled new business by developing concepts and copy for client launches.

AVAILABILITY

Any time with two weeks notice.

REFERENCES

Contact details for references will be made available on request.

ACTIVE ON

