



Philip John

“Marketing is best demonstrated by nature”

Email: philip@philipjohn.net.au Ph: 0466 999 377

Marketing Portfolio

Key Skills



Strategic Marketing



Social Media Campaigns



Brand Development



Print Media Production



Video Production



Content Ideation



Website Development

“Truly powerful marketing is grounded in empathy, generosity, and emotional labour.”

Seth Godin

Email: philip@philipjohn.net.au Ph: 0466 999 377

Strategic Marketing

Developed 12 month strategic plan for The Business School to open a branch office in Chennai, India to extend business opportunities both in the student and corporate sectors.

Created a four stage plan dynamic that was accepted by Board of Directors:

- 1.) USP of product/service; identified that The Business School would be the first to establish “boots on the ground” to vet students properly for intake and to assure parents of quality, safety and point of contact no other international school was providing this. USP within the corporate sector was the customisation of an Accent reduction program for employees who communicate on a global level.
- 2.) Set-up a local Management structure who were well versed with the sector and understood how to operate tactically within both the student and corporate environments.
- 3.) Researched the market so the focus was mainly on the sector that had potential to grow exponentially.
- 4.) Developed a risk mitigation strategy that incorporated a soft entry to market to gain traction and offset that with a Government Assistance scheme through Austrade’s Export Market Development Grant allocations effectively gaining back 50% of investment cost.



Social Media Campaigns

Developed and managed collateral for social media campaigns for The Business School on Facebook, Instagram and LinkedIn. This entailed creating several offers that targeted different market segments and involved:

1. Copy Writing
2. Image acquisitions
3. Design and creation



Marketing Portfolio



Childcare Compliance Workshop
Get from *WORKING TOWARDS* to *MEETING!*
Workshop 1

The Business School Pty Ltd (ABN 45230)
Suites 9-11, Level 2, 95-97 Grafton Street, Bondi Junction, NSW, 2022
Phone: 02 6682 4714 | admin@thebusinessschool.edu.au | thebusinessschool.edu.au



GET RECOGNISED FOR YOUR SKILLS AND EXPERIENCE

The Business School can help you get Recognition of Prior Learning

THE BUSINESS SCHOOL
RTU 45230

[FIND OUT MORE](#)

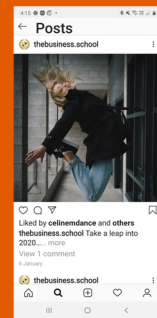


"If your actions inspire others to dream more, learn more, do more and become more, you are a LEADER"
John Quincy Adams

LEADERSHIP and MANAGEMENT

THE BUSINESS SCHOOL
RTU 45230

[FIND OUT MORE](#)



Posts
thebusiness.school

Liked by **celineandance** and others
thebusiness.school Take a leap into 2020.



Posts
thebusiness.school

GET RECOGNISED FOR YOUR SKILLS AND EXPERIENCE

Liked by **celineandance** and others
thebusiness.school The Business School appreciates the value of workpac.



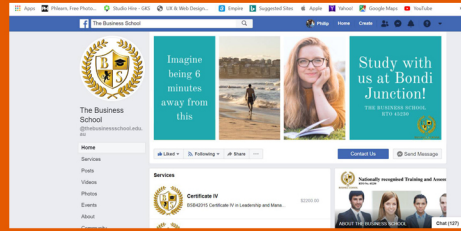
If you are a recent International Graduate or about to graduate, then GET JOB READY! We are about to launch a new program called:

SWIFT

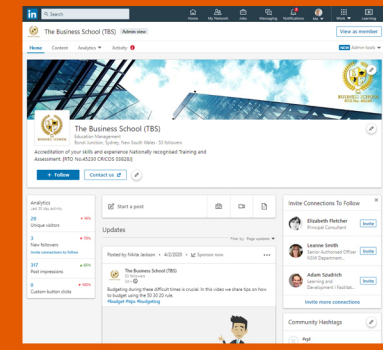
SWIFT combines intense group based activities and real work experience

Strengthen your CV
Widen your interview skills
Intern and gain experience
Fit into Australian Job Culture
Thrill a potential employer

Come to our FREE SWIFT INFO NIGHT on APRIL 2nd, 2020 from 5.30-7.30pm at The Business School Suite 9-11 level two 95-97 Grafton Street Bondi Junction, 2022. SEATS ARE LIMITED so contact: Deepak Kumar Kami on 9167 3961 or emkami@thebusinessschool.edu.au for bookings and information



Facebook page for The Business School. Services include Certificate IV in Leadership and Management.



LinkedIn page for The Business School (TBS). Updates include a post about a new program.

Email: philip@philipjohn.net.au Ph: 0466 999 377

Brand Development

Rebranded Mobile Music Express to The Music Bus which entailed:

1. Creation of animated characters
2. Rebranding of 8 buses being wrapped in new branding colours and characters
3. Creating a new array of marketing collateral
4. Production of a music jungle
5. Launch event

****This was completed within a time frame of 2 months.**



Marketing Portfolio



Email: philip@philipjohn.net.au Ph: 0466 999 377

Print Media Production

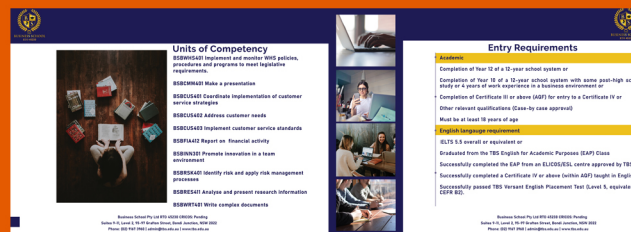
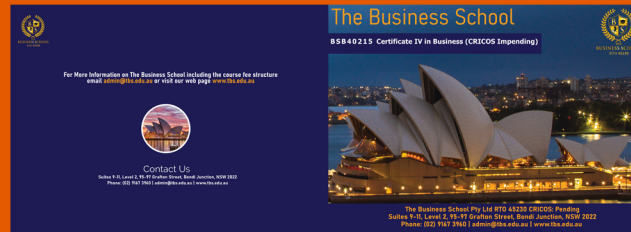
Developed print media for The Business School and QIBA.

This entailed:

1. Ideation of concept and design
 2. Created collateral through Adober Creative Suite
 3. Sourced Images from free sites
- **Cost saving of over \$5'000 AUD to The Business School**



Infographic



Video Production

Created, produced and edited videos for:

1. The Business School
2. INS Career Management
3. Tiger Cub Media

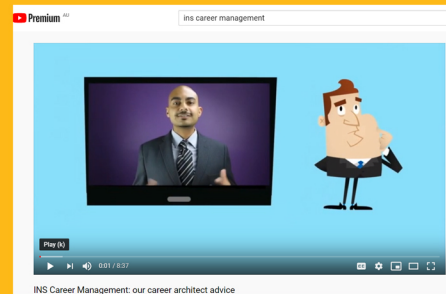
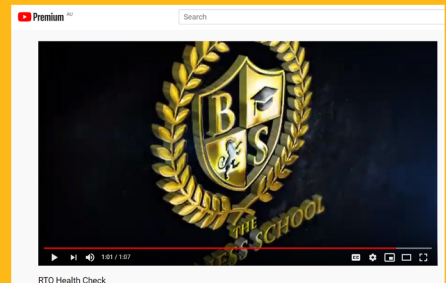
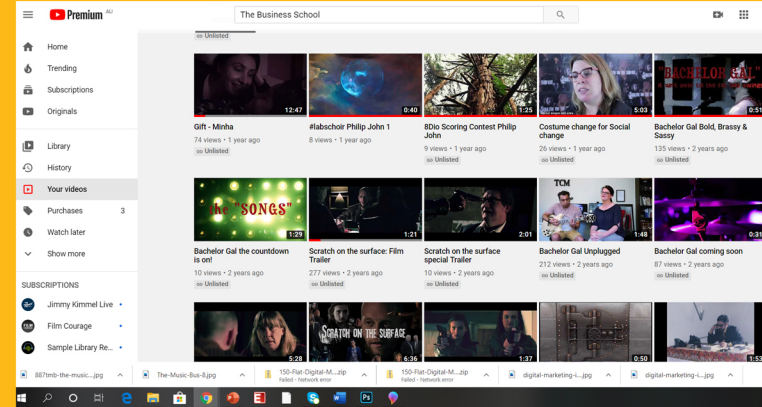
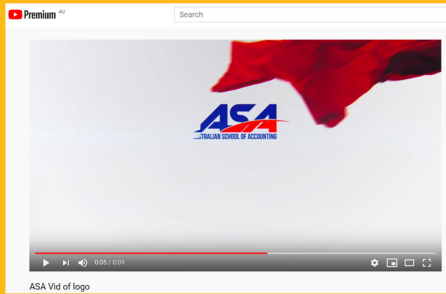
*All Productions were created within tight budgets and timeframes and cost that resulted in a total cost saving of over \$25'000.



The Business School

INS Career Management

Tiger Cub Media (private channel)



Email: philip@philipjohn.net.au Ph: 0466 999 377

Marketing Portfolio

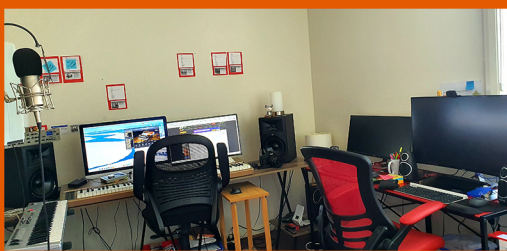


Content Ideation

Core expertise in content ideation, production and delivery. Have access to content production facilities that include:

1. Video production
2. Audio production
3. Adobe Creative Suite - Indesign and Photoshop
4. Studio facilities
5. Skilled Crew (when required)

*Able to produce content with tight budgets.

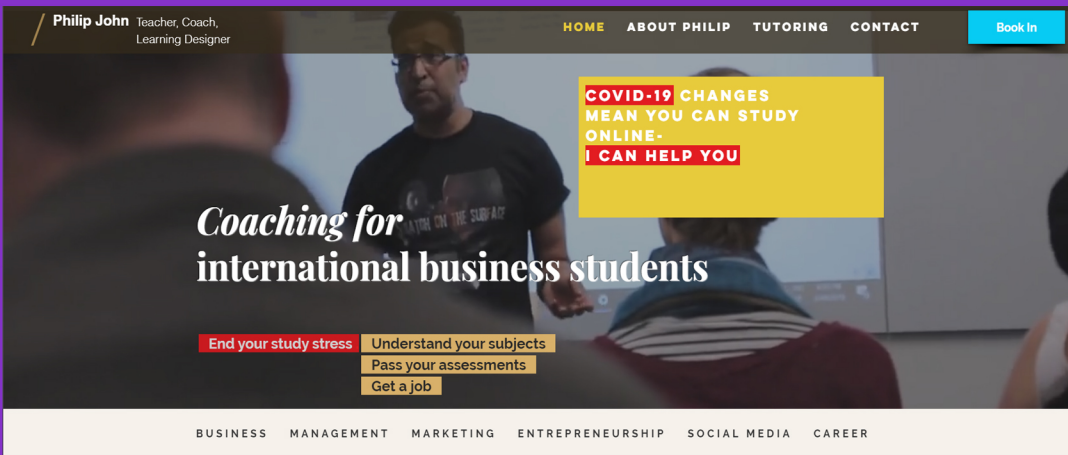
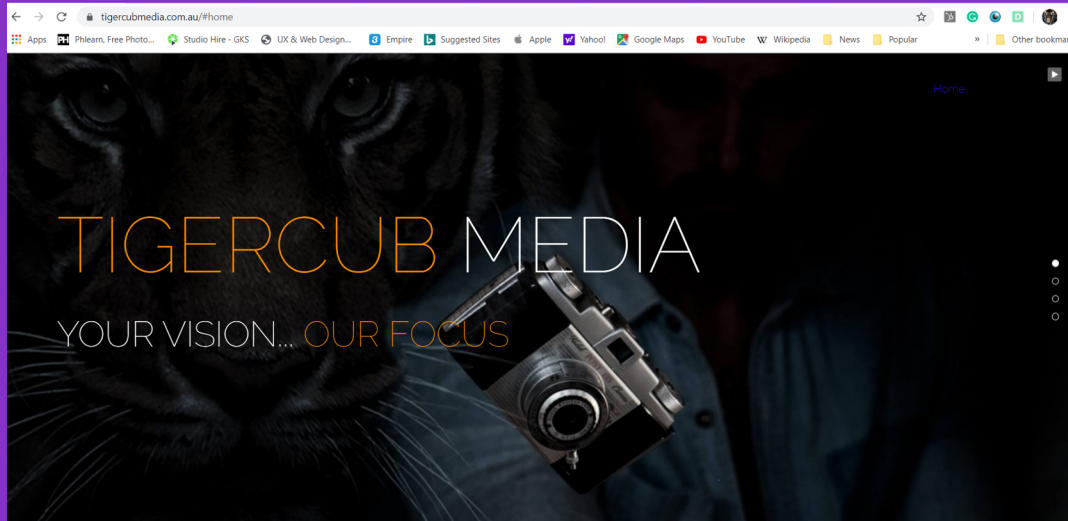
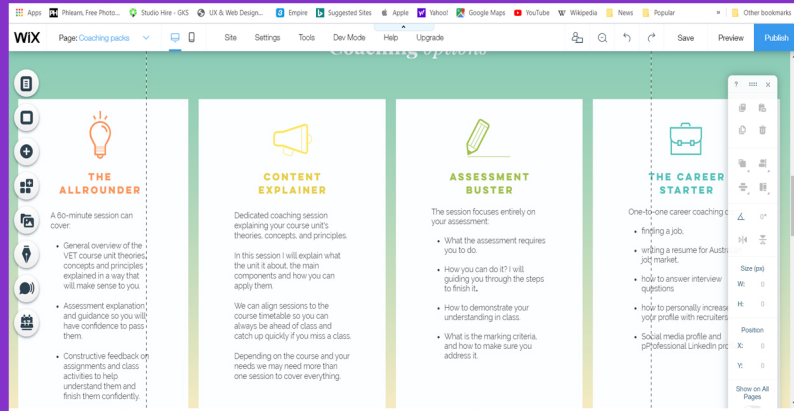
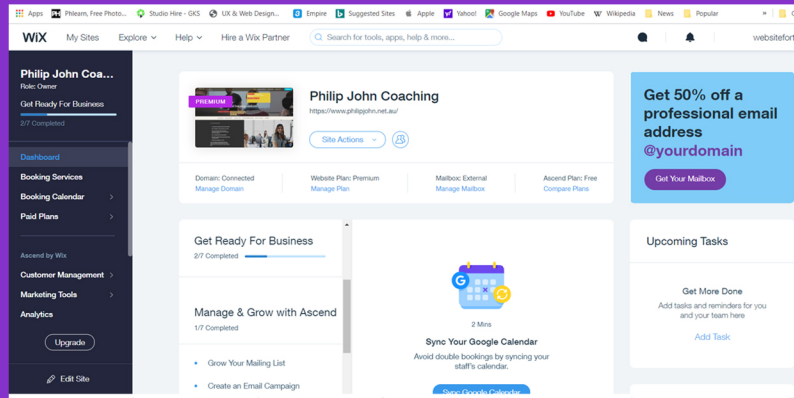


Marketing Portfolio

Email: philip@philipjohn.net.au Ph: 0466 999 377

Website Development

Intermediate skill level on Wordpress and Wix. Competency to write copy, edit content, change page format and layouts, and incorporate video and audio if required.



Email: philip@philipjohn.net.au

Marketing Portfolio

"Talent wins games, but teamwork and intelligence win championships"

Michael Jordan



Email: philip@philipjohn.net.au Ph: 0466 999 377

Marketing Portfolio