

S/R

Sarah Rhodes

DIGITAL MARKETING SPECIALIST

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DIGITAL MARKETER
WRITER
RESPONSIBLE TRAVEL
ENVIRONMENTAL EDUCATOR

I'm an experienced digital marketer

I create lively content across social media, web and newsletter platforms, that engages and connects with the audience.

I'm skilled at developing strategies and campaigns to promote key programs, and I'm a talented digital project manager, having rolled out many high profile projects. I love to teach and up-skill others to understand online marketing concepts to deliver their own outstanding work.

I'm also an environmental educator

I founded Plastic Free Southeast Asia, the go-to organisation in the SEA region for knowledge on plastic pollution issues in Cambodia and its neighbouring countries. I created a high quality consulting and workshop program to support businesses to transition to less plastic and more eco-friendly in the way they run.

Why I'm freelancing in digital marketing...

I stepped into the digital world in 2009 working for the South Australian Tourism Commission, I picked up the basics and evolved with the changing landscape. I developed amazing networks of digital marketing professionals and in 2013 moved to social media agency Destination Think! I loved the variety that comes with working at an agency and after 5 years freelancing overseas, I'm looking to maintain that variety and work with clients whose ideas, products and services align with my own.

What I can do for you

Social media content

Engaging content is often the first way customers start to know a brand. I create content that fosters trust, inspires and informs your audience to generate loyal customers. Each platform plays its part and I tie these together using well-planned schedules.

Web content & project management

Blogs, web content and enews will take the relationship with your customers deeper, getting to share more of your products and services with them, and learning more about their needs so you can deliver top quality.

Coaching and training

If you want your team to understand the importance of social media to your overall marketing strategy, or how to create quality, engaging content, I offer training and coaching options to support your existing team.

How I work with my clients

Monthly support

I will create a custom package that meets your needs for social media support on a month by month basis, no annual contract, so we can work together in the early stages and determine if we're a good match.

From AU \$700

Project based

Have a digital project that you want to outsource? I'll quote based on the project scope and provide full handover notes and briefings to your team that will manage the site daily.

POA

Training workshops

If you've got a great team and would like them to learn new skills and techniques, I'll create a custom training program to bring them to the next level.

From AU \$695

Projects/campaigns

Plastic Free Southeast Asia

An awareness campaign supported via Facebook, Instagram, LinkedIn and e-newsletters

Room #753

An influencer campaign for Tourism and Events Queensland that reached an audience of around 6 million people via 22 high profile social media influencers

southaustralia.com

Major redevelopment of SATC's consumer site plus language variants, including training of local and remote staff on how to edit and submit content for approval

The Great SA Wine Adventure

Creation of an app and stakeholder relations to create a trail and social media campaign to get people into the wine regions of SA

Tour Down Under

One of Australia's premier sporting events took place in January each year with a tidal wave of social media content to track the race live online.



Why me?

Professional

I will communicate with you to ensure we're on the same page to meet your timelines.

I've got you

If we're working together then it means that I believe in what you do, therefore I will treat it with the respect I would my own business.

Punctual

Whether we're meeting for coffee, or I'm representing your business, I will always be on time and make a great impression.

Types of clients I work with

tourism

Destinations or tourism operators - I have experience in working with brands and destinations, hotels and tour companies - I also love travel which means I'll bring great energy to your content.

health and wellbeing

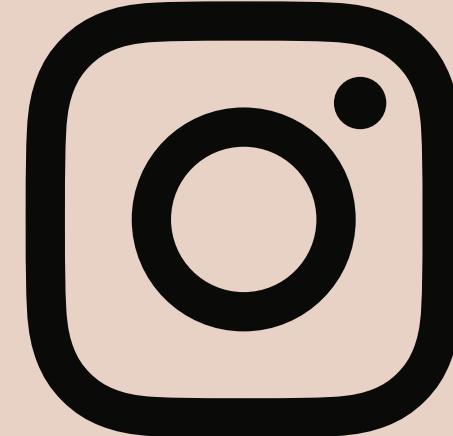
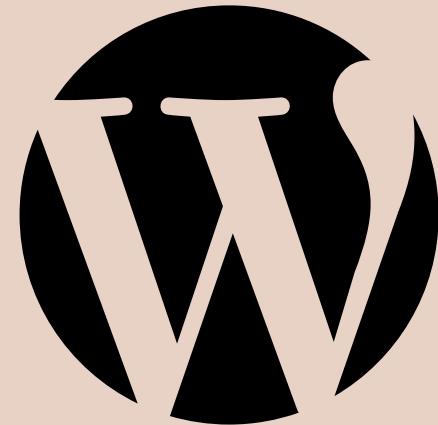
I'm extremely interested in personal development, health and wellbeing. As a follower of yoga for nearly two decades, a passion for cooking healthy food and an obsession for being in nature, I have a wealth of knowledge and personal experience in this area.

brands that have purpose

Does your business have a social mission? Or environmental benefit? I want to use my 'powers' for the greater good of us all, so working with a brand that's having a positive impact on the world will result in a great partnership.

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my top 5 platforms



Feedback from my clients

Stephen Schwer
Sustainability Manager,
Diamantina Shire Council

I collaborated with Sarah when I worked in the tourism industry in South Australia. Often Sarah and I would share information on social media campaigns and digital strategies for the growth of tourism around the state. I often marvelled at Sarah's output - her ability to deliver quality outcomes working across multiple campaigns and media under pressure and working to very tight deadlines is unparalleled. A strategic digital expert.

Sara Walliman
Owner, Haven Cambodia

Meeting Sarah brought us a whole step further regarding the environmental trainings of our HAVEN family. We have found a dedicated partner who does expert trainings, helps the team develop a deeper understanding for environmental issues and evokes the responsibility to respect, protect and preserve our natural world. We have built a great relationship with Sarah and her local staff.

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Let's work together

Email

sarah.eliza.rhodes@gmail.com

Website

saraherhodes.com

Phone

+61 491 756 366