



Fiona Lee Saunders

marketing & communications portfolio





Hello, I'm Fiona

My approach combines creative copywriting with marketing strategy, ensuring each project meets its intended objectives and tells the story in a way that creates a clear visual flow.

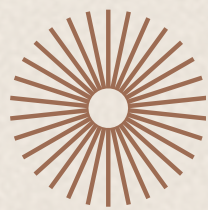




Notable Achievements

I've been lucky enough to have been involved with some really interesting, exciting and creative marketing and communications projects. I have significantly boosted client engagement and sales through effective and powerfully compelling content for both the companies I've been employed by and also for my own private clients.

Education



DIGITAL MARKETER

Focused on developing content marketing and communications skills.

- Direct response copywriting
- Content marketing
- eCommerce marketing
- Optimisation and testing

GOOGLE DIGITAL GARAGE

- Online marketing fundamentals





Skills and abilities



CREATIVE PROBLEM SOLVING



TECHNOLOGY PROFICIENCY



ATTENTION TO DETAIL



COMMUNICATION & CONTENT MARKETING



ABILITY TO BREAK DOWN COMPLEX INFO
INTO SIMPLE LANGUAGE



Notable *projects*

LATEST TO EARLIEST



Project 1

This project focused on rebranding for a major industry association, introducing a modern approach to print and digital member communications and minimalistic aesthetic to their visual identity.





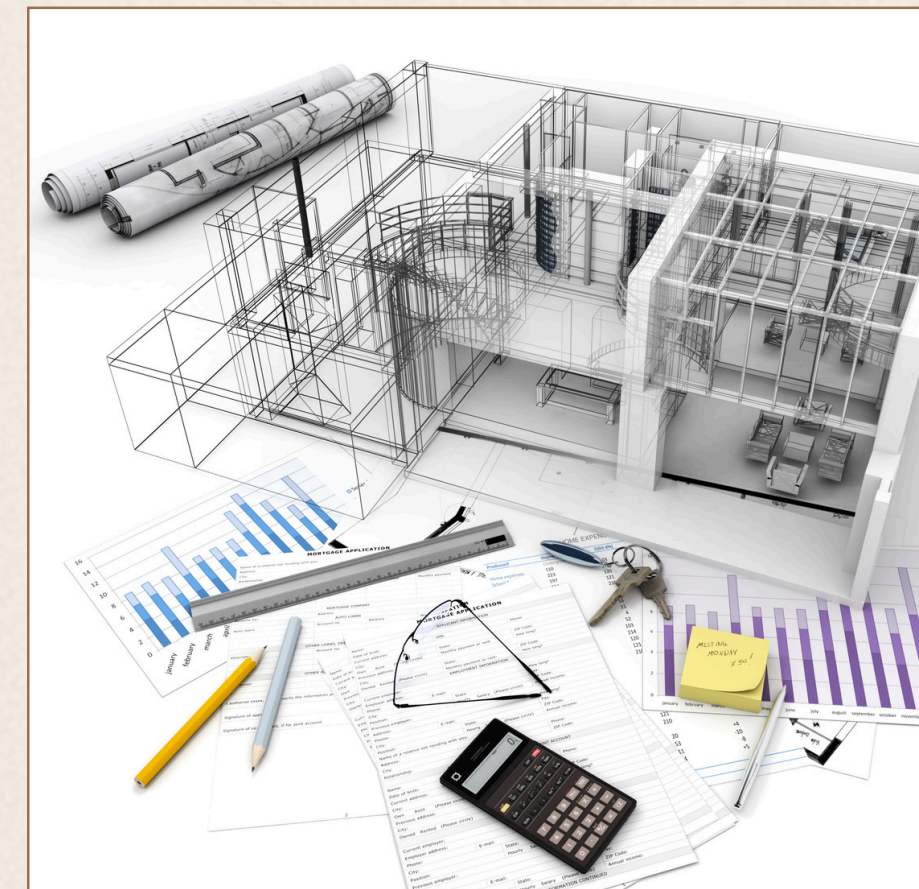
Project 2

The client had revamped their logo and developed a new colour scheme. I created comprehensive brand copywriting and tone guidelines across all digital and print platforms that refined their market presence, resulting in a significant increase in customer engagement and sales.



Project 3

Agency work across a wide range of service based websites for many different clients. I wrote copy for full websites for major service providers and small businesses, clarifying and streamlining their marketing content and identity language, according to their target markets, with a focus on conversions.





Let's work *together*

fionaleesaunders@gmail.com

@msfionalee

fionaleesaunders.com.au

