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**STEVEN VAWDREY**

OPTICS & MARKETING

# PERSONAL INFO



STEVEN  
VAWDREY

SENIOR MARKETING CONSULTANT

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## ABOUT ME

Hi, I'm Steven Vawdrey. I've been successfully leading brand management, marketing strategy and creative direction for multiple businesses for over 20 years. Businesses that I've worked with have become national brands through my care and direction. I bring a unique ability to think strategically while remaining actively involved in the hands-on execution of marketing workflows.

In my free time, I enjoy exploring and 'resetting' in the natural world through activities such as snorkelling and wilderness camping. These experiences keep me grounded and inspired, often offering unexpected lessons that inform my approach to business and leadership.

Overall, I am a dedicated and driven individual who is committed to excellence in all that I do. Whether working on a complex project or embarking on a new outdoor adventure, I approach every challenge with enthusiasm.



# EDUCATION/SKILLS

## ***A WEALTH OF EXPERIENCE OVER 20 YEARS.***

I'm confident in multiple skillsets, specific to brand, marketing strategy, digital marketing techniques and design. I take pride in my ability to see brands in a macro sense, while still being able to directly manage and communicate with staff around their specific skillset they bring to the business. My wealth of experience in forward facing communication to both stakeholders and customers brings a valuable asset to any business. With over 20 years of experience I've come to have a keen focus on brand growth through effective and efficient marketing.

### ***STRATEGY***

- MARKETING STRATEGY ✓
- BRAND STRATEGY ✓
- BUDGET CONTROL ✓
- PROJECT LEADERSHIP ✓

### ***CREATIVE***

- GRAPHIC DESIGN / UX ✓
- COPYWRITING ✓
- PRINT PRODUCTION ✓
- PHOTOGRAPHY/VIDEO ✓

### ***TECHNICAL***

- SEO ✓
- DIGITAL MARKETING ✓
- ANALYTICS ✓
- COMMUNICATION ✓

**QUEENSLAND UNIVERSITY  
OF TECHNOLOGY**  
*COMPLETED 2001*

***BACH. OF BUILT ENVIRONMENT (ARCHITECTURE)***

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**QLD GOV.**  
*2002*

***CERT.IV BUSINESS***

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# EXPERIENCE



## AINSLIE BULLION / FOCUS#1

### Description of Business

Ainslie Bullion are an Australian leading gold and silver bullion dealer. Their offices and staffing expand through Brisbane CBD and Melbourne CBD.

### Role / description of workload

Brand Strategy & Management  
Marketing Strategy & Implementation  
Search Advertising  
Social Advertising  
SEO strategy and implementation  
Analytics  
Photography  
Graphic Design  
Payments advice (NPP implementation)

### Period

2007 - 2022

### Outcomes

Led all brand and marketing activities for Ainslie Bullion during this period, I achieved some amazing results. These are listed below.

Through consistent and planned growth, expanded Ainslie Bullion from 2 staff, to current staffing of 30+ people with 2 national offices (Brisbane and Melbourne).

Combined ad spend (search, social, display and misc) managed at \$150,000 per annum to achieve in excess of \$500M in gross sales per annum on a recurring basis. ROAS over 3000%

Achieved recurring daily digital visitation and loyalty through regular gold and silver news and insight. Averaging 2000 visitors per day. Measured clear conversion of news=purchasing after a 30 day conversion window.

Designed all physical Ainslie Bullion gold and silver product during this period. Ainslie Silver Stackers bars, Gold various sizes and also minted gold and silver bars.



# EXPERIENCE

## ACIT / FOCUS#2

### Description of Business

ACIT are an Australian (and now international) cold storage and food logistics company. They have offices and storage facilities in Brisbane, Sydney, Melbourne, Perth, Adelaide, New Zealand and Hawaii.

### Role / description of workload

Brand Strategy & Management  
Marketing Strategy & Implementation  
Search Advertising  
SEO strategy and implementation  
Analytics  
Photography  
Graphic Design

### Period

2013-Current

### Outcomes

As lead of all brand and marketing activities for ACIT during this period, I've achieved some outstanding results. These are listed below.

Through consistent and planned growth, expanded ACIT from its Brisbane operations into a multi-location based storage and logistics service both in Australia and internationally.

Combined ad spend (search, display and misc) managed at \$50,000 per annum to achieve in excess of \$50M of gross sales per annum on a recurring and growing basis. ROAS over 1000%

# EXPERIENCE



## SELECTED CLIENTS AND COLLABORATIONS

Eden Seeds  
Elecseed - Hydrogen Technology  
Queensland Mint  
Aussie Chlorinators  
Instant Pay  
Reserve Vault  
Melbourne Vault  
Gold & Silver Standard  
Ainslie Crypto  
Ecoprint  
Albert Valley Turf  
OrchidsRUs  
Currumbin Wildlife Sanctuary  
Drinx Group  
Queensland Health  
Queensland Police  
Neighbours Aid  
Chez Nous  
Spiros Bottle Shops  
Tamborine Mountain Botanic Gardens  
IBM Building, Brisbane CBD  
Blueprint Architects  
Portside, Hamilton  
Mons Ban Sabai  
Paw Paw Cafe  
Venzin Group  
Hickory  
Georges Yoghurt  
Barambah Organics  
Merwe  
Jaggards



# REFERENCES

## ***RUSSELL SERES***

MANAGING DIRECTOR

Contact on request

## ***ROB SAUNDERS***

MANAGING DIRECTOR OF ELECSEED

Contact on request

## ***LIZ VENZIN***

VENZIN GROUP AND MINDSHIFT

Contact on request

## ***SEBASTIAN VANDERZEIL***

LEAD ECONOMIST AND OWNER AT STRABORIVERS

Contact on request

## ***KAIS AL KAISSI***

FOUNDER OKAY BEARS

Contact on request

## ***JACQUES VAN DER MERWE***

OWNER MERWE + FINE ARTIST

Contact on request

Additional references are available on request.

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