



MICHELLE CALDWELL

B.Bus (Mktg) | MCIM

MARKETING, COMMUNICATION & SALES SPECIALIST

ABOUT

I am an experienced marketing & communications professional with a track record of success in building successful campaigns and business strategies primarily across the tourism sector. Working now as a marketing strategist, I work with businesses across New Zealand to help them build capability within their teams in order to implement successful and measurable marketing strategies and plans.

PROFESSIONAL SKILLS

Marketing Campaigns
Strategic Planning
Team Leadership
Relationship Management
Product Development
Brand Management
Business Development
Operational Excellence
Communications
Event Management

PERSONAL SKILLS

Creative spirit
Reliable and professional
Organized
Time management
Team player
Fast learner
Motivated

HOBBIES / INTERESTS

AFL - Geelong Cats
Rugby Union - Auckland Blues/
Wallabies
Golf
Reading
Cooking
Continuous Learning

CONTACT

P: +64 21 796 552
E: michelle@destinatenz.com
W: www.destinatenz.com

SOCIAL



facebook.com/DestinateNZ



@Destinate_NZ



@DestinateNZ



Destinate NZ - Bringing NZ to the World

WORK EXPERIENCE

DIRECTOR | MARKETING STRATEGIST

Destinate NZ Ltd | March 2015 - Present

- Consultancy with a network of clients across NZ and Australia
- Workshop facilitation / capability building / customer experience audits
- Strategic planning and marketing plan implementation
- Part of the feasibility study team for Sky Waka at Mt Ruapehu
- Destinate NZ Podcast - Bringing NZ to the World

GENERAL MANAGER SALES & MARKETING

Ruapehu Alpine Lifts | August 2017 - July 2020

- Developed Australian strategy and successfully reintroduced Mt Ruapehu to the market after a long absence
- Spearheaded the largest and most successful Life Pass and Season Pass campaigns in the company's history
- Developed clear communications strategy to rebuild connections with a wide variety of stakeholders

REGIONAL MANAGER - MARKETING & SALES / REGIONAL GENERAL MANAGER

Ngai Tahu Tourism | October 2006 - December 2014

- Feasibility study for redevelopment of Rainbow Springs
- Fundraising strategy for National Kiwi Trust
- Led the rebrand of Huka Jet to Hukafalls Jet
- Built international sales plan for Agrodome and other NTT businesses
- Seconded to Regional GM role in 2011/12 for Big Splash build / launch

BUSINESS MANAGER INBOUND OPERATIONS & VARIOUS

Tourism Holdings Limited | September 1997 - September 2006

- Branch Operations Manager Britz Campervans 1997 - 1999 (Auckland)
- Launched Backpacker Campervans in NZ in Dec 2007
- Product Manager Backpacker Campervans 1997 - 2000 (Auckland/Melbourne) - Grew from \$600k to \$2mill revenue in 9mths
- Key Account Manager UK & EU 2000 - 2003 (London)
- Product Manager 2003-2004 (Auckland)
- Business Manager Inbound Operations - 2004 - 2006 (Auckland)

EDUCATION

BACHELOR OF BUSINESS, MAJOR IN MARKETING

Queensland University of Technology | 1992-1994 | GPA 5.7

CHARTERED INSTITUTE OF MARKETING - Member

GOVERNANCE

ACTING CHAIR/DEPUTY CHAIR

Destination Lake Taupō | 2010 - 2012

VICE CHAIR - ALLIED MEMBERS

Tourism Export Council of NZ | 2012 - 2020