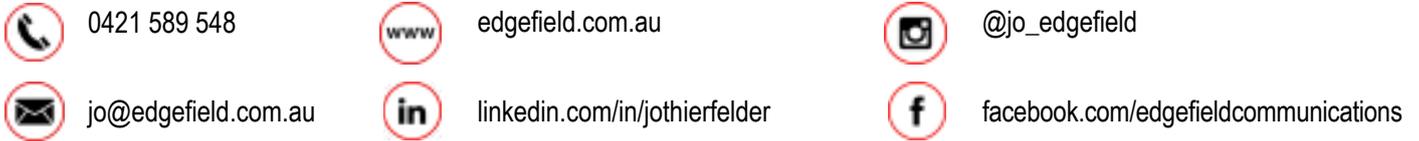




JO THIERFELDER | RESUME

CONTACT



PROFILE

I believe in the power of language to change the world.

Crafting meaningful messages that inform, persuade and inspire people: this is the heart of what I do. I am a highly experienced communications professional adept at managing complex projects and engaging stakeholders across disciplines. I understand how business works and have experience across the spectrum, from multinational corporates to small business.

Building on the fundamentals of excellent writing, project management, stakeholder engagement and strategic thinking, I have developed a broad, applicable skill set that allows me to smoothly transition across sectors.

Operating my own consultancy for the last decade, I've worked with a diverse mix of clients specifically in the property, environmental, resources and small business sectors.

I am a specialist in the areas of food, sustainability, permaculture and regenerative agriculture and work to promote and support a healthy, sustainable, resilient food system.

EXPERIENCE

PRINCIPAL / COMMUNICATIONS CONSULTANT | Edgefield Communications

June 2009 - current

My consultancy, Edgefield Communications (formerly Finesse), draws on years of corporate experience in strategic communications, stakeholder engagement and marketing where I've developed a niche in the property, environmental, sustainability and food sectors.



I possess a symbiotic mix of creativity and commercial pragmatism that delivers reliable outcomes to clients, regardless of the size and scope of their project. Building trusted relationships is crucial to my success, which is why I've enjoyed repeat consulting business with satisfied clients and been engaged on long-term contracts, a few of which are included here:

- > Nov 2017 - Apr 2018 **STAKEHOLDER AND COMMUNICATIONS MANAGER**, Forrest Chase Redevelopment
- Lendlease Building Contractors
- > Oct 2014 - Feb 2017 **COPYWRITER / MARKETING ADVISOR**, - Brookwood Realty
- > May 2014 - ongoing **EDITOR** - Environmental Consultants' Association (WA)
- > Oct 2013 - Apr 2014 **MARKETING COMMUNICATIONS MANAGER** - eTool

Finesse clients include Abigroup Mining Services, Environmental Consultants' Association (WA), eTool, BPI, HQ Management, Solar Dwellings, Phoenix Environmental Sciences, Lateral Aspect, Brookwood Realty, Breadwinner Bakehouse, Ascending Imagery, Diverse Positive, Wasteless Pantry, Lendlease Building Contractors and Slow Food Swan Valley and Eastern Regions.



EXPERIENCE

MARKETING COMMUNICATIONS MANAGER | Roberts Day

May 2008 - January 2010

I was headhunted for this newly created position because I was well-networked in the property industry and had an established track record for working across an organisation at a high level in communications, marketing and general business functions. Roberts Day is a lean, mid-size urban design and town planning consultancy, so this rare corporate position required the skills and flexibility to tackle a diversity of multi-disciplinary projects. I was tasked with further developing and implementing nascent strategic plans and systems across the portfolios of Marketing, People and R&D. This involved the coordination and delivery of a range of major projects and events, as well as marketing and business development tracking and reporting.

NATIONAL COMMUNICATIONS MANAGER | Broad Group Holdings Pty Ltd

July 2006 – May 2008

I reported directly to the Managing Director in this autonomous role and was his trusted agent in building rapport with and communicating to staff and clients across the organisation through a variety of channels. I was a member of the senior management team and enjoyed its support and respect, which allowed me to identify and fill the communications needs of the organisation as I saw fit. I delivered a range of major projects including company rebranding, corporate DVD, website, publications, national and state events, and a plethora of internal and HR-focused employee engagement initiatives.

SENIOR COMMUNICATIONS CONSULTANT | Asgard Wealth Solutions

March 2006 – June 2006 (three-month contract)

This short-term contract as part of a tight-knit and highly effective communications team gave me an insight into the financial services industry. I managed end of financial year communications campaigns to financial advisers and wrote and edited a suite of communications materials among other functions.

MARKETING COMMUNICATIONS MANAGER | The Clifton Coney Group Pty Ltd

February 2005 – December 2005

I was thrown in the deep end and learned how to swim fast when asked to develop a marketing communications business plan for this multinational, ASX-listed risk solutions group in support of strategic company objectives for organic growth and vigorous M&A. I developed and managed a group-wide creative marketing schedule and was responsible for proactively managing media and shareholder enquiries, identifying sponsorship opportunities and improving internal communications across 11 international offices.

ACTING MANAGER / EDITOR | Chamber of Commerce and Industry of Western Australia (CCI)

October 2003 – March 2004

My early leadership potential and work ethic was recognised when appointed Acting Manager of the four-person E-commerce and Communications Unit, despite being its youngest and least experienced member. I maintained my workload as CCI's Journalist while also managing the Unit's budget, creative marketing schedule, assignment of work to staff members, project management of the new website and largest annual publication.

JOURNALIST / SUB-EDITOR | Chamber of Commerce and Industry of Western Australia (CCI)

May 2001 – February 2005

This role was the perfect graduate springboard into corporate communications and business where I put my newly-minted journalism qualifications to work in writing, editing and producing CCI's flagship monthly magazine and a suite of other publications. Working at the home of the most influential voice in WA business gave me broad and well-rounded exposure to policy and lobbying, marketing communications, events, industrial relations, HR and issues management within different industry sectors. I developed the confidence and ability to liaise with senior management and across every organisational level, which has held me in good stead throughout my career.



CORE SKILLS

- > Strategic communications planning and implementation
- > Project management
- > Stakeholder and employee engagement
- > Brand and reputation management
- > Marketing and business development
- > Writing, editing and graphics
- > Social media and digital marketing
- > Print marketing and publications

EDUCATION

CERTIFICATE - DISCOVER BEST PRACTICE FARMING FOR A SUSTAINABLE 2050

University of Western Australia - 2018 (ongoing)

CERTIFICATE III PERMACULTURE

Eltham College administered by Candlelight Farm - 2011-12

BACHELOR OF ARTS (ENGLISH)

Journalism major, Public Relations minor

Curtin University of Technology - graduated in 2000

- > Member of Golden Key National Honour Society
- > Study Exchange to University of Oregon, USA - 1999-00. Dean's List Commendation - Fall Term 1999

ROTARY YOUTH EXCHANGE SCHOLARSHIP

Soltau, Germany - 1994-95

SCHOOL

Penrhos College - 1990-93

St Mary's Anglican Girls' School - 1982-89

PROFESSIONAL DEVELOPMENT & EVENTS

- > Future Food WA Conference 2017 - Perth NRM
- > Healthy Soils, Healthy Communities Workshop 2018 - ECU and Commonland
- > Blue Sky Festival 2018 - guest speaker 'Food Security'
- > Towards a WA Food Agenda 2018 - Perth NRM
- > Terra Madre Salone del Gusto 2018, Turin, Italy - Slow Food Swan Valley & Eastern Regions
- > Global Food Industry Trends - What do They Mean For Your Business? 2018 - Department of PIRD

INTERESTS

My interests, involvement in and passion for so many facets of the sustainability space are such that they have spilled over into my professional life with the desire to make this sector the focus of my career. I am a certified permaculture practitioner, a zealous green thumb, an evangelical gourmet foodie, a quiet environmentalist and a mum. My particular interests include:

- > Sustainable food systems
- > Regenerative agriculture and ethical farming
- > Zero waste and environmental initiatives
- > Permaculture and gardening
- > Cooking and slow food