

# Holly Simpson

## CONSULTANT & TRAINER

### ABOUT HOLLY

Holly joined us in late 2021 as our Social Media Team Lead & Senior Account Manager and is also a capable trainer and consultant. British-born, Holly washed up on Aussie shores six years ago and brings with her a wealth of communications and digital marketing expertise.

Creative by nature (having studied at the home of conceptual art, Goldsmiths, University of London), Holly's unconventional background and passion for strategy has seen her work with some of Australia's most-loved brands. A fierce publicist and social media junkie, Holly has successfully helped her clients stay top of consumers' minds.

She is adept at delivering media training, social media strategy training, community management crisis communications training, as well as consulting with clients on any of these topics and more.

Holly has worked with a variety of government, private and non-for-profit clients, including Australian Bureau of Statistics (Census 2021), McDonald's Australia, Specsavers Australia, Uniting Aged Care, Ronald McDonald House Charities and City of Newcastle.

When work's out, you'll find Holly hanging five in the surf or wearing lycra, setting a new PB at a sports event. Catch her if you can!

### SPEAKING TOPICS

- Community Management
- Crisis Management
- Media Training
- Social Media Strategy
- Digital Marketing Campaign Strategy

### WHAT PEOPLE SAY

"The training exceeded my expectations as it made me think strategically about branding and provided a practical process for developing a social media strategy."