TATIANA PENTES

Communications Specialist

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Career Summary

TATIANA PENTES PORTFOLIO: http://strangeblackbox.net/
ONLINE PORTFOLIO: https://tatjanapentez.myportfolio.com/
LINKEDIN: https://au.linkedin.com/in/tatianapentes

Tatiana Pentes is an award-winning digital and creative communications specialist and digital media manager, with more than a decade experience. Tatiana's creative research aligns with the Centre for Media Transition's research mission at the intersection of media, journalism, technology, ethics, regulation, and business. Tatiana has worked commercially with industry, academia, government, and other agencies, to contribute to an understanding of media transition and digital disruption. Tatiana has conducted research that relates to the Centre's overall strategic intent and the research programs being developed and carried out for the period 2025-2028. This has included independent media research and she could contribute to research on projects initiated by the Centre. She started her career as a reporter/presenter on *Off The Dish*, a daily youth television program broadcast on Network 10 (Australia)and contributed to the writing of scripts and planning of program content from a youth perspective. In 2000 her interactive documentary *Strange Cities* http://www.strangecities.net/ won a number of awards as a pioneering work. Earlier in her career Tatiana was features writer for *OBJECT Magazine*. Her digital documentary *Strange Cities* is exhibited in 2024, *Play It Again - Archiving Australian Media Arts*, Australian Centre for the Moving Image (ACMI).

Career highlights include 2023 Prof Andrew Jakubowicz (Author), Tatiana Pentes (Design), Multicultural Arc: Making Multicultural Australia – Past Present and Future, book, ISSUU & online documentary, Sydney Multicultural Community Services, Australia https://www.sydneymcs.org.au/multicultural-arc-booklaunch the University of Technology, Sydney (UTS), 2023 Luminous Bodies art exhibition, Luna Studios Gallery, Sydney, 2022 Highly Commended, Burwood Art Prize Exhibition, Digital Media, Burwood Library & Community Hub, 2018 Marketing Team Award, Reimagination Thought Leaders' Summit, and Digital Disruptors Awards, Australian Computer Society (ACS), 2015 W3 Silver Award for Best Integrated Media Campaign (Podravka, Vegeta), 2000/2005 AMY & ATOM Awards, and 2008-2020 Juror AMY Awards, Digital & Technology Collective. Tatiana has project managed multi-channel digital campaigns involving tansmedia research, corporate websites, implementing social media strategies, online community building and the delivery of digital film in a social/web environment. Tatiana has produced books, manuscripts, and digital screen publications over the past decade. She has a higher research degree **2006 Doctor of Creative Arts in Communications** (Digital Media) Recommendation 1, University of Technology, Sydney.

KEY SKILLS

Digital Content Development	Online Writing/Editing	Digital Compositing/Editing
Budget Management	Campaign Management	Google Analytics Reporting
WCAG 2.0/ HTML	Adobe CS Suite	CMS (Joomla, WordPress, Umbraco, Kentico, Drupal)
Social Media Management	Digital Programmatic Media	Corporate Web Publishing
Digital/ Social Strategy	Digital APP Development	Interactive Media Content
Wireframe/ VISEO	EDM Builds & Deployment	JIRA/ Confluence
Digital display banners	MONSIDO/ Siteimprove	SEO/ SEM

WORK HISTORY: Summary

July 2023 to present	Communications, Marketing & Engagement	The Walkley Foundation for Journalism
April – July 2023	Senior Manager, Marketing and Social Media	British Consulate General Sydney British High Commission
Jan 1999 - Dec 2017	Lecturer and Designer/ Multimedia Director Centre for Trans/Forming Cultures, Communications	University of Technology, Sydney, Faculty of Arts and Social Sciences, Communications

Dec 2022 to April 2023	**Senior Media Officer - Digital & Social, Office of the Chief Executive**	**NSW Environment Protection Authority (EPA) Dept. Planning, Industry & Environment**
June - December 2022	**Senior Digital Producer**	**NSW Electoral Commission, Department of Premier and Cabinet (NSW)**
February – June 2022	**Digital Marketing Producer**	**City of Parramatta Council**
August 2021 – Feb 2022	**Local Engagement Manager – Digital (Australia/NZ)**	**Accenture Interactive**
March – August 2021	**Senior Communications Advisor**	**Department of Planning, Industry & Environment, NSW Government**
Sept 2020 – March 2021	**Digital Communications Manager**	**Aged Care Quality and Safety Commission, Federal Government**
Feb -Sept 2020	**Marketing & Communications Manager**	**National Trust of Australia (NSW)**
Oct 2019 – Feb 2020	**Digital Communications Specialist**	**Fuji Xerox Australia**
July – October 2019	**Digital Communications Manager (Acting)**	**Melanoma Institute Australian (MIA)**
May -July 2019	**Marketing & Communications consultant**	**Infrastructure NSW (NSW Government)**
Feb – June 2019	**Communications Specialist**	**NSW Dept Finance, Services, & Innovation**
Sept 2018 – Jan 2019	**Digital Marketing & Communications Lead**	**Australian Computer Society (ACS)**
Sept 2017 – Oct 2018	**Digital Communications Lead**	**Settlement Services International (SSI)**
Feb 2017 – Sept 2017	**Digital Editor/Project Manager**	**Blackmores Institute**
Nov 2016 – Jan 2017	**A/Lead Digital Communications**	**Cancer Australia Australian Government**
Feb – June 2016	**Digital Producer/Project Manager**	**iSentia/ Two Social**
	Digital Producer	**Adcorp/ Neon Logic**
Jan 2015 to Jan 2016	**Administrator (Social Media) Australian Geographic Society**	**Australia Geographic Bauer Media**
July-Dec 2015		**eHealth (Australia)**
Nov 2013 – Feb 2014	**Digital Producer eMarketing Specialist (Nutrimetics)**	**Tupperware Brands/ Nutrimetics**
June 2012 – Aug 2013	**Online Manager**	**Sydney Film Festival**
2012	**Online Manager**	**Musica Viva Australia**

CAREER HIGHLIGHTS

2023 Strange Cities, *Play It Again - Archiving Australian Media Arts*, Australian Centre for the Moving Image (ACMI)
2023 Prof Andrew Jakubowicz (Author), Tatiana Pentes (Design), *Multicultural Arc: Making Multicultural Australia – Past Present and Future*, book, ISSUU & online documentary, Sydney Multicultural Community Services, Australia https://www.sydneymcs.org.au/multicultural-arc-book-launch the University of Technology, Sydney (UTS).
2023 *Luminous Bodies* art exhibition, Luna Studio Gallery, Sydney

2022 Highly Commended, Burwood Art Prize Exhibition, Digital Media, Burwood Library & Community Hub.
2015-2020 Juror, Australian Interactive Media Industry Association Awards, AIMIA Awards.
2018 Marketing Team Award, Reimagination Thought Leaders' Summit, Australian Computer Society (ACS).
2018 Adcorp, W3 Silver Award: Multi-Channel Media Integrated Campaign, 2015
2014 Coordinate & Committee, Australia Geographic Society Awards, Bauer Media Group.
2011 Digital Design innovative iPhone/Android APP CHINA HEART with Writer/Director Annette Shun Wah (GPS) history of Chinatown, Sydney with the Powerhouse Museum, Gallery 4A & dLux Media Arts.
2013 Collaborate on the design, development & launch re-launch of the Tupperware Brands Corporation (Nutrimetics Australia & NZ) website and implementation of social media growth & campaign.
2012 Design, development & launch of Sydney Film Festival website and digital campaign.
2011 Redesign & re-launch Musica Viva website & implementation of online video library, 2011
2000 AMY Award, Best Cultural Site, 2000 Finalist, 2005 & ATOM Award, 2000
2006 Doctoral Research Degree (Digital Media), Communications, University of Technology, Sydney.

CAREER HISTORY

THE WALKLEY FOUNDATION FOR JOURNALISM https://www.walkleys.com/
July 2023 to present

Communication, Marketing and Engagement
Working with the best journalists in the country as the Walkley Foundation presents the annual State Media Awards program across Australia on behalf of the Media, Entertainment & Arts Alliance (MEAA). Together, we are recognising the important work that the media industry in Tasmania, South Australia, Queensland, Western Australia and the Northern Territory delivers each day to a local, national and international audience.

Key accountabilities
- Special projects for the office of the CEO
- Produce the multimedia Awards presentations using state of the art interactive software.
- Assist the National State Media Awards Manager, to adjudicate judging panels.
- Assist the National State Media Awards Manager, coordinating external meetings with venues, associated services, event partners and judges for Queensland, WA & NT Media Awards. - Create and promote marketing assets for the MEAA Awards program, writing with clarity and creativity for multiple audiences and across a range of platforms.
- Act as a point of contact for incoming emails and phone calls, ensuring they are dealt with or redirected appropriately, and messages are relayed accurately and in a timely manner.
- Draft correspondence on behalf of the National State Media Awards Manager where appropriate.
- Provide tech support during online judging.
- Build relationships and engage with a range of stakeholders including internal staff, journalists, editors, judges, and event partners.
- Suggest topics, speakers, themes of interest to build value-add events for attendees of the Awards presentation ceremonies.

Skills: Online Journalism · Digital Producing · Social Media Marketing · Adobe Creative Suite · Copywriting · Digital Imaging · Arts Journalism · Interactive Marketing

BRITISH HIGH COMMISSION, CANBERRA, British Consulate General Sydney
https://www.gov.uk/world/organisations/british-consulate-general-
April - July 2023

Senior Manager, Marketing and Social Media

Overseas the development and delivery of marketing and social media for the UK Government Department for International Trade across Australia and New Zealand. A focus on delivering marketing campaigns to support trade and in Australia and New Zealand. Overseas the development and delivery of marketing and social media for the UK Government Department for International Trade across Australia and New Zealand. A focus on delivering marketing campaigns to support trade and in Australia and New Zealand.

Skills: Digital Producing, Social Media, Digital Strategy, Interactive Marketing

Key Achievements:
Work with the communications team collaboratively to communicate corporate media messaging. Produce corporate events. Create and produce the daily and weekly social media calendar for publication on digital channels. Contributed to the creation of the social media strategy. Contribute to the creation of content that attracts new and consolidates online audiences. Video interview: (ABCC) CEO, Ticky Fullerton, and HE Vicki Treadell CMG, MVO, British High Commissioner to UK in Australia, on all things Australia-UK, trade, mobility, AUKUS. Development of a Social Media Strategy and all social media management process that embeds the Australian Business Plan and Social media style guide to help team in drafting material. Delivery of a social media evaluation for the UK Innovation Incubator at the Australian Grand Prix 2023 that showcases performance and recommendations for future success and growth. Implement communications plan for London Tech Week 2023 and execute a social media campaign.

UNIVERSITY OF TECHNOLOGY, SYDNEY, Faculty of Arts and Social Sciences, Communications
Lecturer and Designer/Multimedia Director Centre for Trans/Forming Cultures, Communications
Jan 1999 - Dec 2017

Lecturer in Communications, Faculty of Arts & Social Sciences. Programs have included Online Documentary utsonlinedoco.wordpress.com/, Writing & New Media, Language & Discourse, New Media, Communicating the Social. Key communication concepts, such as thematic study and teaches skills in the medium of sound & digital media. The concepts are Social Inquiry, Transmedia, Cross-media, Interactivity, Documentary, Discourse, Genre and 'Multimodality', with Dr Michael Olsson, Prof Andrew Jakubowicz , Dean/Prof Theo van Leeuwen & Dr Megan Heyward. 2000 - 2004 Multimedia Designer/ Director Centre for Trans/Forming Cultures, Assisting Professor of Sociology, Andrew Jakubowicz, Arts & Social Sciences, (UTS) in the production of his online research project The Menorah of Fang Bang Lu interactive multimedia documentary, published Issue 1, VECTORS: Journal of Culture and Technology in a Dynamic Vernacular, University of Southern California, USA, March 2005. http://vectors.iml.annenberg.edu/index.php?page=12&viewIssue=1   http://www.cosmoshanghai.net/ShanghaiSite/index.htm

Coordinator/Lecturer, Digital Media Project, Institute for Interactive Media & Learning, Master of Interactive Multimedia (2001 - 2003) supervising the capstone unit of creative production. Supervisor Dr Linda Leung. Through its activities and services, the Institute for Interactive Media and Learning (IML) promotes UTS as a centre of best practice and innovation, and contributes to scholarship in interactive media, learning and teaching. An important part of these activities is teaching the Masters, Graduate Diploma and Graduate Certificate in Interactive Multimedia program. http://mim.iml.uts.edu.au/gallery/index.html http://www.strangecities.net/academicsupervision.html

NSW ENVIRONMENT PROTECTION AUTHORITY, Department of Planning and Environment (NSW)
https://www.elections.nsw.gov.au/
December 2022 - April 2023

Senior Media Officer – Digital & Social, Office of the Chief Executive

Works at a senior level in contentious issues management, journalism, and communication planning, with a deep understanding of new communication technologies and social media. Works with a media and communications team to manage competing priorities, the audience needs and goals.

Key accountabilities

- Develop and implement a digital channels strategy to help the EPA achieve its corporate objectives and deliver Government priorities.
- Champion of EPA social voice and responsible for the ideation, execution, and optimization of our social content.
- Develop creative briefs that drive better awareness of the EPA brand.
- Communicate effectively with a community concerned and interested in environmental and conservation issues.
- Remain abreast of issues that may impact on the EPA's work or reputation and provide advice within a politically volatile and socially sensitive environment.
- Remain up to date with social media trends and identify risks.

Key Achievements:
Work with the media team collaboratively to communicate corporate media messaging. Create and produce the daily and weekly social media calendar for publication on digital channels. Contributed to the creation of the EPA social media strategy. Contribute to the creation of content that attracts new and consolidates online audiences.

NSW ELECTORAL COMMISSION, Department of Premier and Cabinet (NSW)
https://www.elections.nsw.gov.au/
June 2022 - December 2022

Senior Digital Producer – Corporate Communications

Provides support, problem solving, content management, compliance and reporting for NSW Electoral Commission digital assets to meet the needs of users, business, and legal requirements.

Works with a cross-functional team to manage competing priorities and build data-driven and hypothesis-led customer experiences. You will balance technical feasibility, user needs and goals to create effective online solutions for over five million electors and political stakeholder groups across NSW.

Key accountabilities

- Collaborate with the digital team to produce and manage content.
- Build and manage key stakeholder relationships to juggle competing priorities and deliver in a timely manner.

- Demonstrate an ability to use numerical data to develop strategy and make evidence-based decisions.
- Represent and contribute to a web and data automation upgrade project team.
- Have a focus on being customer-centric and implementing continuous UX/UI enhancements and improvements.
- Ensure compliance with web accessibility (WCAG 2.1), brand and other guidelines.

Key Achievements:
Work with the digital project team of collaborative producers serving local, state, and commercial elections in digital corporate communications. Create and produce the weekly elections website reporting of digital analytics to the Election Organisation Group (EOG).

CITY OF PARRAMATTA COUNCIL https://www.cityofparramatta.nsw.gov.au
Feb 2022 – June 2022

Digital Marketing Producer – CEE Digital & Creative (Contract)

The Digital Marketing Producer is responsible for executing digital marketing programs to deliver strong commercial outcomes. Key components of the role include the creation of engaging web content, optimizing the user experience (UX), and integrating the delivery of content with other online channels including social media and email. The role requires a diverse set of skills to create high-quality digital content trends.

Key accountabilities
- Manage the digital marketing campaigns, content, and social media for Riverside Theatres with particular focus on supporting the arts and cultural programming and delivering commercial objectives to drive engagement and ticket sales.
- Communicate with Riverside stakeholders including performance organisations, artists, suppliers, venue hirers, patrons to understand and respond to their needs, fostering strong working relationships. • Develop, execute, and drive Riverside Theatre's social media platform ensuring it adheres to Riverside Theatre's brand guidelines and achieves Riverside Theatre's objectives.
- Create, develop, and edit content for Riverside Theatres digital assets.
- Manage social media platforms and build Riverside Theatre's social media presence.
- Collaborate with stakeholders to create and curate digital content in accordance with content schedules and digital strategy for Riverside Theatres.
- Ensure user experience & testing to ensure a seamless approach to information gathering.
- Manage the operational requirements and troubleshooting of website, related applications, and social media customer
- Provide analytical reporting with actionable insights to improve content performance across all paid, owned and earned digital channels and respond to the needs of stakeholders.
- Manage targeted email marketing campaigns to drive awareness and ticket sales, including briefing, feedback, eDM campaign set-up, segmentation, scheduling, testing, tracking and execution.

Key Achievements:
Work in a collaborative interdisciplinary team on delivering the digital communication significant First Nation events (i) Weaving memories, one stitch at a time at Warami Festival. First Nations traditions will connect communities to celebrate the world's oldest surviving culture and create new memories at the City of Parramatta's annual Warami Festival, (ii) YUIN BYALLA (Truth Talking) for National Reconciliation Week. Yuin Byalla's 'truth talking' is bringing together four leading First Nations voices who actively strengthen their communities. These community leaders embody this year's National Reconciliation Week theme "Be Brave. Make Change." Contributed to the review of all digital channels. Re-energised social media channels with rich media content focus. Quality Assurance improved by 30%, Digital Certainty Index improved by 10%, in the first three months.

ACCENTURE INTERACTIVE https://www.dpie.nsw.gov.au
August 2021 – February 2022

Local Engagement Manager – Digital (Australia/NZ) (Contract)

The Local Engagement Manager (LEM) Australia/New Zealand acts as a point of contact with their local affiliate teams accountable for driving digital outcomes from demand to the delivery of the Digital Content and Services Lab ('The Lab'), geared towards delivering locally lead multi-channel marketing campaigns based on local insights and nuances derived from campaign interaction data and market trends.

Tatiana Pentes: Digital Communications Media CV 2024

Key accountabilities
- Drive adoption of Digital Content & Services Lab and onboard new local product teams to the setup
- Support local product teams to develop their editorial calendar
- End-to-end coordination of content production via Digital Project Managers
- Ensure project timeline and quality is in line with client expectations and service level agreements.
- Relationship management
- Content development
- Communications & Executive Reporting
- Digital multichannel marketing
- Ability to understand and translate marketing analytics reports
- Marketing Account Management experience (client-facing)
- Awareness of digital trends
- Cultural awareness and international experience

DEPARTMENT OF PLANNING, INDUSTRY AND ENVIRONMENT https://www.dpie.nsw.gov.au **March 2021 – August 2021**

Senior Communications Advisor (Contract)

The Senior Communications Advisor leads information content management and delivers digital projects for the Department's key communication channels to achieve targeted, engaging, relevant and effective communications that support the Department. Lead the digital delivery of projects that meet innovative and customer-centric digital content standards to build awareness, engagement and recognition for the Department's brand, programs, and objectives. Ensure websites and digital solutions conform to NSW Government requirements for accessibility, content, and branding, and are easy to navigate for our audience. Provide specialist UX advice and assistance during the design and requirements analysis phases of digital projects, including UI design; content design; SEO; information architecture; analytics design; and web standards. Provide clear and expert digital advice, support and training to content producers, senior management and staff on digital issues including content management systems, search engine optimization and best practice for digital standards. Deliver userfirst, inclusive, and accessible digital solutions, based on research methodologies and requirements gathering. Contribute to the development and implementation of communications plans and strategies. Ongoing quality assurance against Government-mandated WCAG standards, government editorial standards, and quality policies using website monitoring tools. Demonstrated experience in digital project management and coordinating digital content across multiple channels, tracking and monitoring content effectiveness.

AGED CARE QUALITY AND SAFETY COMMISSION www.agedcarequality.gov.au
Sept 2020 – March 2021

Digital Communications Manager (Contract)

Management of digital communications channels, drafting, editing, and reviewing editorial content. Coordinating projects that improve the UX (user experience) of the website, and content curation for the digital channels across web & social media. Manage the preparation of monthly digital channels including content creation, editing, publishing, and distribution. Preparation and editing of printed collateral and web content, with the ability to identify relevant key messages for different audiences. Expertise in implementing WCAG 2.1 and W3C standards of accessibility requirements. Liaise and collaborate with internal and external stakeholders. Provide advice and assistance on digital reporting, analytics, and coordination activities.

NATIONAL TRUST OF AUSTRALIA https://www.nationaltrust.org.au/nsw/
Feb – September 2020

Communications & Marketing Manager (Full-time)

The Marketing and Communications Manager plays a crucial role in end-to-end campaign and project management to achieve brand story development, tourism, membership, fundraising and commercial objectives across venue hire and major event programs. The department also plays a crucial role in the communication and engagement of its advocacy and conservation movement and connection to the community through our members and volunteers. The role requires a high level of digital marketing proficiency across owned, paid, borrowed, and earned channels; project and publications management; advertising and strong copywriting abilities. The role will deputise for the Director, Marketing and Communications on media relations and public relations and will manage specific projects as required.

Key projects: #Heritage@Home #75TrustStories and #VirtualTours of museums, galleries, properties in the age of remote/distance communications.

FUJI XEROX https://www.fujixerox.com.au/
Oct 2019 Feb 2020

Digital Communications Specialist (Contract)

A senior trusted advisor and subject matter expert, providing the interface for the delivery of Digital products. Delivering digital communications, digital marketing, creative and graphic design solutions. Building client and key stakeholder relationships. Key advisor on emerging technologies and providing innovative solutions, continuous improvement.

MELANOMA INSTITUTE AUSTRALIA (MIA) https://www.melanoma.org.au
July 2019 – Oct 2019

A/Digital Communications Manager (Contract)

The Digital Communications Manager is responsible for managing content and campaigns across all brand channels, with a strong focus on digital and social engagement, a critical player in MIA raising awareness about melanoma, including prevention and early detection strategies, as well as the vital need to fuel life-saving research. Melanoma is the most common cancer affecting 15- to 39-year-old Australians, and the Digital Communications Manager plays a critical role in MIA successfully engaging with melanoma patients, their families, and the broader community.

INFRASTRUCTURE NSW (NSW Government) http://www.infrastructure.nsw.gov.au/
June 2019 – July 2019 (Contract)

Marketing & Communications consultant (Acting)

The Marketing Communications Officer is responsible for contributing to the design, development and delivery of marketing, communications, sponsorship, and advertising campaigns across digital and other channels. The role contributes to the development of corporate and program marketing strategies and plans, manages publications and organizational brand identity across all collateral.

Key accountabilities
• Development of the events calendar of forward plan including scheduling and collaborating with relevant stakeholders and develop appropriate collateral & information to support the promotion of INSW events.
• Development and publication of the Infrastructure NSW corporate publications including Annual Report and Infrastructure Pipeline including collaborating with stakeholders to gather and develop information, formatting and editing and ensuring the provision of accurate information.
• Manage the brand identity across all collateral, develop, review and update brand guidelines, oversee the content and use of the corporate Image Library to ensure compliance with organisational and NSW Government brand guidelines.
• Develop and deliver effective, targeted, and accurate marketing and communication projects including content development in consultation with key stakeholders to ensure messaging aligns to project goals and the organisational vision.
• Contribute to the development of corporate and program marketing strategies and plans and consult with internal and external stakeholders to ensure marketing and sponsorship initiatives align with organisational goals and meet budget requirements.
• Manage and updating the organisation's digital communications channels.
•Provide expert event management and coordination support.

NSW DEPARTMENT FINANCE, SERVICES, AND INNOVATION
Jan 2019 – June 2019 (Contract)

Communications Specialist (Acting)

Undertakes a range of digital and social media projects and administrative activities to support the development and delivery of effective communication products and services for a division within the Department of Finance, Services, and Innovation (DFSI), Australian Government.

- **Key accountabilities**
- Assist project teams to implement communication programs, campaigns, products & major events • Produce reports, undertake research and analysis, draft correspondence, prepare materials for events/meetings, & provide other administrative tasks to support business
- Write and edit draft content for publications, website, social media, and other channels
- Use technology to perform tasks that support the efficient work of the business portfolio
- Communicate with stakeholders/colleagues to obtain information & provide updates on projects
- Undertake graphic design work
- Research and review new technologies and online trends in digital communications services.

ACS – The Professional Association for Australia's ICT sector
Sep 2018 Feb 2019 (Full time)

Digital Communications & Marketing Lead (Consultant) *https://www.acs.org.au*

Contribute to ACS' digital strategy, leading the content marketing initiatives across the ACS and managing marketing communications across all channels for acquisition and conversion. Winner ACS Marketing Team Award, Reimagination Thought Leaders Summit (2018) & Digital Disruptors Awards (2018). Responsible for ACS' national marketing communications calendar; SEO & analytics of ACS website, collaboration on brand and creative elements and functionality of the website; digital advertising (PPC, display, search/SEO), tracking ROI & managing and reporting on ACS digital marketing campaigns in line with the annual and strategic plan. A Digital Content Specialist reports to this position. Completion Understanding SFIA Certificate https://www.sfia-online.org/en

Key accountabilities
- Drive online traffic through SEO and Paid Search strategies and agency management.
- Drive content marketing strategies & oversee the ongoing delivery of valuable content to drive profit • Design & implement portfolio and product based digital & social strategies for attracting and engaging customer through life cycle.
- Lead digital marketing campaigns that pilot new capability. Google Adwords, Facebook • Identify & operationalise new digital marketing channels for customer acquisition & lifecycle management.
- Work with internal stakeholders and teams as well as members and clients to optimise communications for improved sales funnel.
- Manage digital analytics to ensure performance metrics are established & there is a measurable ROI.
- Provide thought leadership & support to digital stakeholders across the business.
- Drive a culture of digital delivery methodologies. A/B testing, prototyping.
- Leverage deep understanding of digital customer segmentation and behaviours to recommend business-wide improvements to the digital customer experience; and
- Influence senior business stakeholders on importance of digital marketing investment

Projects: Ignite Knowledge Portal; (Dir. Dina Petrakis), Multilingual Disability Hub with Human Creative agency, SSI interactive annual report, Chair SSI Be Well committee, New Beginnings: Festival website development, social media, videographer; SSI Careers – LiveHire; Achieve@SSI – Contribute: Recognise: Develop: Achieve. Finalist Wellness Awards. wCAG 2.1 https://www.ssi.org.au/images/stories/documents/Accessibility/WCAG-Compliance-Certification-SSI--me2-accessibility-V2.0.pdf.

SETTLEMENT SERVICES INTERNATIONAL (SSI)
Sept 2017 – Nov 2018 (Full time)

Digital Communications Lead *https://www.ssi.org.au/*

The Digital Communications Leads media relations and develops and delivers digital communications across multiple channels to help build and sustain SSI's brand and reputation.

Key accountabilities
- Develop and deliver SSI's media and social media strategy and review annually.
- Proactively manage SSI's media and social media communications and requests including identifying and developing mitigation strategies for potential issues.
- Advise and counsel the Executive team and senior managers on communications and issues (briefings, media training, crisis management).
- Establish and cultivate effective working relationships with media outlets & other relevant stakeholders.
- Improve the usability, design, engagement and content of SSI's website and other digital platforms

• Develop and implement a relevant content marketing plan in support of business & brand objectives
• Create and execute campaigns and projects across online channels, including management of social media platforms
• Monitor, analyse, and report on relevant media, industry blogs, social media, and related platforms
• Research and review new technologies and online trends to keep SSI at the forefront of developments in digital communications
• Align internal and external communications in support of business priorities

Projects: Ignite Knowledge Portal; (Dir. Dina Petrakis), Multilingual Disability Hub with Human Creative agency, SSI interactive annual report, Chair SSI Be Well committee, New Beginnings: Festival website development, social media, videographer; SSI Careers – LiveHire; Achieve@SSI – Contribute: Recognise: Develop: Achieve. Finalist Wellness Awards. wCAG 2.1
https://www.ssi.org.au/images/stories/documents/Accessibility/WCAG-Compliance-Certification-SSI--me2-accessibility-V2.0.pdf.

BLACKMORES INSTITUTE
Feb 2017 Sept 2017

Digital Editor/ Project Manager *http://www.blackmoresinstitute.org*

The Digital Editor/Project Manager (Consultant) takes strategic and production responsibility to create transformative digital experiences for Blackmores Institute (BI). Working with the Communications Manager, they will be responsible for developing BI's new global website which will house a new state of the art learning management system (LMS) and offer subscribers access to the latest complementary and integrative medicine research news and make recommendations for best practice digital communications solutions to promote the new website and LMS as effectively as possible to create a step-change in website membership growth and engagement. This involves analytics and reporting to track progress and garner informed digital insights about these members and the ways they engage with BI's digital assets.

Key accountabilities:

Editing & publishing weekly articles for the peer reviewed online Journal of Blackmores Institute and distributing to a membership of 10,000 plus members. Managing 10,000 plus members of an online educational community. Social media management: Twitter and LinkedIn. AIMIA Awards 2017 Judging Committee Social/Content Led Marketing Campaign.

CANCER AUSTRALIA: Australian Government https://canceraustralia.gov.au/
Nov 2016 – Feb 2017

Acting/Lead, Digital Communications (Contract)

Managed Cancer Australia's websites and digital platforms as the agency's most important corporate communication resource and essential platform for Cancer Australia external communication. Responsible for Senate Estimates digital reporting. Reporting analytics as well as understand/translate technical/digital language. Launch new website (in collaboration with agency) 2017. Consult with external contractors and manage multiple stakeholders. Launch online publications for Cancer Research and Breast Cancer.

Key accountabilities
Management of digital campaigns, online communications, launch of new interactive resources and publications (education, learning, research).
Projects: National Cancer Control Indicators website https://ncci.canceraustralia.gov.au/

ISENTIA (Two Social) http://www.isentia.com
Feb 2015 – June 2016

Digital Producer/Project Manager (Contract)

Freelance. W3 Silver Award Winner 2015- Best Integrated Campaign. Judge AIMIA Awards 2015. Acting/ Digital Producer & Project Manager (Contract). Reports to Creative Director Stuart Hipwell. Producer multi-platform campaigns for Mission Australia 2016 (Social Media, Film/Video, Outdoor-Billboard, Adshel, Digital Banner, Print) – previous videos produced for campaign received W3 Silver and over 4 million views over 6 weeks http://bit.ly/1T41xkG and http://bit.ly/1PpBSNq . Producer for Women with Drive (Porsche) www.womanwithdrive.com.au Instagram campaign

http://www.womanwithdrive.com.au / King Content (an iSentia Company) was awarded the highest honour at the Content Marketing Institute's Orange Awards – Agency of the Year 2016.

ADCORP http://www.adcorp.com.au/
Jan 2015 – Jan 2016

Digital Producer (Full time)

Discover: Think: Create: Produce: Make: Analyse: W3 Silver Award Winner 2015 – Best Integrated Campaign.

Contribute to trends in digital development. Focus on multi-channel & multi-platform campaigns and social media integration (Online, Device, TV. Film, Radio, Social cross-platform, and programmatic media delivery). Produce innovative, creative, and digital projects within a team of passionate digital specialists. Collaborative digital production to the highest quality within budget & timeframes.
Understand the importance of client satisfaction, and develop positive, profitable client relationships. Collaborate with strategists on programmatic media buying campaigns for networks for ROI.

Digital Projects: Australia Council for the Arts corporate site, Venice Biennale secure microsite; Australian Bureau of Statistics (ABS) programmatic media, Charter Hall. Charter Keck Cramer corporate site, Colliers International property campaigns, Designer Rugs programmatic, i-med, ISPT, The Leftbank with Redhill Education (AIT) site, Melbourne Theatre Company: Make A Date with Melbourne responsive mobile web site, Mitsubishi Heavy Industries (MHIAA) winter & summer campaigns 2015-2016 and Air Summer Plus Challenge, PICA, **Podravka International (Vegeta**), CSC, Australia & Worldwide Online Printing website.

BAUER MEDIA GROUP http://www.bauer-media.com.au/
July 2014 – Dec 2014

Administrator (Australian Geographic Society)

- Coordinate Australian Geographic Society (AGS) Gala Awards media event 2014
- Editorial and social media co-ordinator duties
- Australian Geographic Society co-ordinator/AGM meetings
- Financial reporting
- InDesign, Social Media (Facebook)
- Society events management & expeditions
- Awards, Sponsorships, Fundraising committees
- Fundraising media materials (writing/editing/production)
- Online journal article publishing
- Administration of Society

AUSTRALIAN DIGITAL HEALTH AGENCY: Australian Government https://www.digitalhealth.gov.au/
November 2013 – 28 Feb 2014 (Fixed term Contract)

Digital Producer

Supports Digital Lead, Communications and Public Affairs and the broader team to deliver a high impact, effective digital presence. Effectively disseminate content and communications through its websites (internal & external) and social media sites to enable audiences to easily access what they need and engage with and support eHealth messages. The role supports the effective delivery of all digital work specifically to drive understanding of e-health & its benefits and to support the health section's transition to the effective use of eHealth.

Key accountabilities
- Websites, Portals, and InnerWeb
- Web Content
- Multimedia & Rich Media (Interactive Video)
- Content Syndication
- Social Media growth & campaign development
- eNewsletters / Email Campaigns (eDMs)
- Search Engine Optimisation (SEO)
- Web Analytics and Reporting
- Usability, Accessibility and Reporting

NUTRIMETICS Australia & NZ, Tupperware Brands https://www.nutrimetics.com.au/portal/Home.aspx
August 2012 – Nov 2013

eMarketing Specialist (eBusiness Producer)

Drive innovation and the development of the digital marketing strategies, identifying trends to support the company strategy and direction. Responsible for the digital direction and strategy with a provision to maintain of a high-quality online user experience whilst leveraging best industry practice for Nutrimetics online.

Key accountabilities
- Develop & execute eMarketing strategy in collaboration with Senior Marketing Manager   (SEO/SEM, Google Analytics, Google Adwords, eDM, social media, public website, digital campaign planning)
- Manage content & promotion of online/social media channels
- Manage third party suppliers involved in provision of online/social media
- Identify eMarketing opportunities to drive KPIs & execution of communications
- Identify and execute opportunities for B2B partnerships & contra-deals
- Train associates & Consultants on eMarketing initiatives
- Manage eMarketing budget
- Collaborate with ICT in the creation of a Livestreaming digital video station
- Research & advise on iPhone/iPad/Android Colour Wardrobe App
- Work with ICT & Visual Jazz agency to re-launch website

SYDNEY FILM FESTIVAL https://www.sff.org.au/
Jan – August 2012

Online Manager

Online management for the Sydney Film Festival www.sff.org.au, managing content technically in liaison with The Farm digital agency www.thefarmdigital.com.au collaborating with festival's campaign designers, marketing & programming team on the look, feel, and editorial content of the site. Smooth integration of the suite of digital media products & social media into the web strategy across Facebook, Twitter, Youtube, Vimeo channel, Viocorp viostream delivery of digital moving image & sound, podcasts, video gallery & photo gallery, the iPhone, Android, and digital program guide, & ticketing eCommerce capabilities.

Key accountabilities
- Manage website to support strategic digital goals in collaboration with the Farm agency
- Collate, research, write, edit online copy, & sub-edit copy & content
- Project manage launch of 2012 Sydney Film Festival campaign online
- Collaborate with Viocorp to deliver digital films & audio content online
- Contribute to social media strategy for community building, user participation
- Provide search engine optimization (SEO), Google Analytics metrics & user testing reports
- Produce & distribute EDM online eNewsletter campaigns

MUSICA VIVA AUSTRALIA https://musicaviva.com.au/
December 2009 – December 2011

Online Manager

To inspire through the unique intimacy of small musical ensembles. Manage the creative, technical development & implementation of Musica Viva's website to support MVA's strategic digital goals in collaboration with Deepend http://www.deepend.com.au/ B & T online agency of 2010, & AIMIA Awards 2010. Project manage the re-design of the website and launch the 2012 International Concert Season Subscriptions campaign online. Production of an online archive of documentaries *The Library*, on classical chamber music. Implement social media strategy across the website for community building, user participation & user generated content.

Key accountabilities
- Manage website to support strategic digital goals in collaboration with Deepend agency
- Commission, research, write, edit online copy, & sub-edit copy & content (Podcast & music)
- Project manage re-design & launch of 2012 Subscription's campaign online
- Produce digital films & audio in an online archive *The Library*, on classical chamber music
- Implement social media strategy for community building, user participation

- Provide search engine optimization (SEO), Google Analytics metrics & user testing reports - Work with Marketing Manager in the distribution of EDM, & online eNewsletter campaigns, & production of digital banner ads & track click-tag conversions

DLUX MEDIA ARTS http://www.dlux.org.au/
August 2010 – January 2011 (Freelance/Commission based part-time)

Digital Design & Art Director: China Heart iPhone APP
China Heart is a partnership with dLux Media Arts *http://www.chinaheart.org.au/* the Powerhouse Museum, Gallery 4A, The Project Factory written by Annette Shun Wah & sound design Kingston Sound – exploring the effectiveness of engaging new audiences with existing archives using fictional entry point-in the creation of an innovative iPhone application, interactive website & mobile web interface to explore a social & cultural history of Chinatown, Sydney. Participation includes brand logo design, graphic interface design, look & feel of iPhone app, visual research, & digital effects for the moving image & sound sequences.

Key accountabilities
-Produce brand logo design, graphic interface design, look & feel of iPhone/Android app
- Conduct visual research, and digital effects for the moving image & sound sequences
- Produce in a collaborative team partnership with dLux Media Arts *http://www.dlux.org.au*/, the Powerhouse Museum, Gallery 4A, & The Project Factory written by Annette Shun Wah
- Innovative iPhone/Android app, interactive website & mobile web to explore a history of Chinatown, Sydney.

EDUCATION
2002 – 2006 Doctor of Creative Arts, (Digital Media), Communication, University of Technology, Sydney (Recommendation 1) https://opus.lib.uts.edu.au/handle/10453/20343
1995 – 1999, Master of Letters (with Merit), Fine Arts, University of Sydney
1992 – 1994, Master of Art (Distinction), College of Fine Arts (Media Arts), University of New South Wales
1989-1992 Bachelor of Arts, (Film Studies, Semiotics, Philosophy, Fine Arts), UNIVERSITY OF SYDNEY
2008 – 2009 Certificate IV: Training & Assessment, Teaching & Learning, Southern Cross

AWARDS
2022 Highly Commended, Burwood Art Prize Exhibition, Digital Media, Burwood Library & Community Hub,
2018 Marketing Team Award, Reimagination Thought Leaders' Summit, Digital Disruptors Awards, Australian Computer Society (ACS)
2016 W3 Silver Award 2016 for Best Integrated Media Campaign (iSentia/Mission Australia)
2015 W3 Silver Award 2015 for Best Integrated Media Campaign (Podravka, Vegeta)
2000 *Strange Cities*, Winner Best Arts and Cultural Title Award, AIMIA Awards
2000 *Strange Cities*, Winner ATOM Awards
2005 *Black Box*, Finalist, ATOM Awards, AUSTRALIA, 2005 *Black Box*, Finalist, AIMIA Awards, AUSTRALIA

DIGITAL MEDIA WORK COLLECTED
Australian Centre for the Moving Image (ACMI), Cinemedia, AUSTRALIA
Australian Film, Television & Radio School (AFTRS audiovisual collection)
Australia – Japan New Media Gallery, Australian Embassy, Tokyo, JAPAN
Australian National Maritime Museum, AUSTRALIA
Bibliothèque Nationale de France, PARIS, FRANCE
Experimenta Media Arts, Melbourne, AUSTRALIA (audiovisual collection)
IMAGO multimedia centre, Perth, AUSTRALIA
The Powerhouse Museum, Sydney, AUSTRALIA
Royal Melbourne Institute of Technology, AUSTRALIA (audiovisual collection)
ScreenAustralia: National Film & Sound Archive, SOUNDSCREEN AUSTRALIA
Sydney College of the Arts Library, University of Sydney, AUSTRALIA
Victorian University of Technology Library, AUSTRALIA
UCLA design department, California, UNITED STATES OF AMERICA
University of Hawaii, Hawaii, UNITED STATES OF AMERICA

HONOURS/MEMBERSHIPS
Member, Digital and Technology Collective, Australian Interactive Media Industry Association (AIMIA)
Member, Australian Network for Art & Technology (ANAT)
Writing for the Web, CYBERWRITE, AUSTRALIAN WRITERS GUILD 2002
Judge Golden Eye Awards, Humanities & Social Sciences, (UTS) 2002
Judge, Best Learning & Education Category, AIMIA Awards 2008
Judge Committee, Australian Geographic Society Gala Awards 2014
Juror, Australian Interactive Media Industry Awards (AIMIA), Digital & Technology Collective, 2015-2019

PUBLICATIONS

Tatiana's digital media work has been exhibited inter/nationally at film & media festivals in the US, France, Italy, Greece, Australia, Thailand, Japan, Brazil, and Russia. Has taught in a training, undergraduate & postgraduate level. She has published work in the Australian Public Intellectual Network: *Backburning: Journal of Australian Studies*. Tatiana has researched/presented a radio documentary jazz feature *A Heart Ripped Open* produced by Eurydice Aroney, representing the Australian Broadcasting Corporation at the Prix Italia 2004, broadcast Radio Eye, June 2006, Into the Music, ABC Radio National July 2011. I collaborated with filmmaker Geoffrey Weary on *Scenes From A Shanghai Hotel* (2008) and Strange Cities (2000), recipient of an AIMIA, ATOM Award, & Honourable Mention, Best Experimental Film, International Festival of Cinema & Technology, LA, USA, 2008. Tatiana has worked as a presenter for the youth television program Off *The Dish*, Network Ten (Australia), producer Ian Fairweather, with Cameron Daddo and as an independent writer for Object Magazine: Australian Centre for Design.

2023 Prof Andrew Jakubowicz (Author), Tatiana Pentes (Design), Multicultural *Arc: Making Multicultural Australia – Past Present and Future*, book, ISSUU & online documentary, Sydney Multicultural Community Services https://www.sydneymcs.org.au/multicultural-arc-book-launch the University of Technology, Sydney (UTS).

Tatiana Pentes, KIM, Joanna Durney Sanz, Tatiana Pentes, Simon Weir, and Geoffrey Weary, LUMINOUS BODIES: art exhibition, Luna Studio Gallery, Sydney. A group show featuring works by with life drawings inspired by El Rocco jazz cellar, April 2023. https://bit.ly/Luna_Studio_LuminousBodies

Tatiana Pentes, 'blackBOX V3: Painting A Digital Picture of Documented Memory', in ROOTS RELOADED: Culture, Identity and Social Development in the Digital Age, (Eds) Martin Gansinger & Ayman Kole, Anchor Academic, Germany, (July 2016) bit.ly/RootsReloaded.

Tatiana Pentes, *Strange Cities: Чужие города* (Digital Documentary): Collected by the BNF (Bibliothèque Nationale de France), Département audiovisuel / Service Multimédia, Paris, FRANCE, 2015.

Prof Andrew Jakubowicz, Tatiana Pentes, *The Menorah of Fang Bang Lu* online documentary, China Cultural Centre Sydney http://www.cccsydney.org/ in association with Jewish Refugees and Shanghai Exhibition, 2015 & Vectors: Journal of Culture and Technology in a Dynamic Vernacular, Issue 1, Winter, USC, USA, 2005.

Tatiana Pentes (online media), HOME: an interactive journey to another time and place iPad artwork, University of Sydney, icemedia, 2013.

Tatiana Pentes (Art Direction & Design), China Heart (iPhone/ iPad/ Android app & mobile website), dLux Media Arts, Powerhouse Museum, Gallery 4A, The Project Factory, NSW Film & TV Office, Screen Australia, 2011.

Tatiana Pentes (Research & Presentation), A Heart Ripped Open (Radio Broadcast), ABC Radio National, Australian Broadcasting Corporation (2004, 2006, 2011)

Tatiana Pentes, *BLACK BOX: Painting A Digital Picture of Documented Memory*, Doctor of Creative Arts, VDM Verlag, Germany, 2009.

Tatiana Pentes, *CRUEL BEAUTY: The self portrait paintings of Frida Kahlo*, VDM Verlag, Germany, 2009.

Chinese Box: Scenes From A Shanghai Hotel, International Symposium: Building Global Cities, DAB, University of Sydney, November 9, 2009, Authors: Tatiana Pentes, Geoffrey Weary.

Tatiana Pentes, Lara O'Reilly, Catalogue Essay, Lara O'Reilly's ABSENCE PRESENCE, Kotlin Island, St Petersburg site specific installation International Body Navigation Festival, St Petersburg, RUSSIA, January 1, 2007.

Tatiana Pentes, blackBOX (exhibition), *DIME 1st International Conference on Digital Interactive Media* 2006 Bangkok, THAILAND, June 1, 2006.

Tatiana Pentes, *blackBOX* (exhibition) & paper, NAPOLIDANZA Il Coreographo Elletronico XII International VideoDance Festival, Teatro Bellini, Via Conte di Ruvo 14 – Napoli, ITALY, May 12, 2004.

Tatiana Pentes, *blackBOX* (exhibition) & paper, VideoDance 2003 – 4th International Dance Film Festival, Thessaloniki Film Festival, Athens, GREECE. September 1, 2003, Artistic Director Christiana Galanopoulou.

Tatiana Pentes, 'Geoffrey Weary's Floating World', in (Ed) Prof A Wallace-Hadrill, *ACADEMICI: Academy Gallery, British School at Rome, The Australia Council Visual Arts/Crafts Board Rome Studio Residency 1999-2004*, Monash University, Australia Council for the Arts 2005 p38-39. ISBN: 0-9756060-7-7.

Tatiana Pentes, blackBOX: painting a digital picture of documented memory, *BACKBURNING: Journal of Australian Studies*, (Editors), Helen Addison Smith, An Nguyen & Denise Tallis St Lucia, API Network and UQP, June 1, 2005.

Tatiana Pentes. 'blackBOX', in (Eds) Ross Gibson and Ernest Edmonds, *INTERACTION: systems, theory, practice: creativity and cognition symposium*, University of Technology, Sydney, AUSTRALIA, 2004. http://research.it.uts.edu.au/creative/interaction/aw.php?papers=1

Tatiana Pentes, 'blackBOX: ARTWORKS', EXTENTIONS: Volume 1, *The Online Journal for Embodied Technology*, (Ed) Norah Z. Shaw, UCLA Dance & New Media Project, University of California Los Angeles, U.S.A., 2004. http://www.extensionsjournal.org/the-journal/1

Tatiana Pentes, blackBOX (exhibition & paper), Digital Art Gallery, *3rd International Conference Computer Graphics, Imaging & Visualisation* London, UK, July 1, 2006.

Blowin' At the Rocco: Saturday Night an interactive script & prototype developed by Tatiana Pentes in association with Australian Film Commission (Screen Australia) and Prof Bruce Johnson, Dr Linda Leung, Geoffrey Weary & Serge Ermoll, 2002.

Tatiana Pentes, Talan Memmott, *WriteSites: revisualising new media writing*, *RealTime Arts*, 2001

Tatiana Pentes, Чужие города *Strange Cities*: An interactive digital work & script, Screen Australia (Australian Film Commission), 2000:, Libraries Australia ID 20237840

Tatiana Pentes (Writer/Director), *STRANGE CITIES* interactive documentary, Screen Australia, 2000.

Strange Cities: A musical CD-Rom, THE DIVERSITY CONFERENCE 2000 National Conference on Reconciliation, Multiculturalism, Immigration and Human Rights, December 2, 2000.

Tatiana Pentes, *Strange Cities* (online), EXPERIMENTA media arts, The Red Room, Institute of Modern Art, Brisbane, Arts Victoria Foyer Gallery & traveling January 1, 2000.

Tatiana Pentes, *Strange Cities* Чужие города, interactive documentary, New Talent Pavilion, MILIA, Cannes, FRANCE, January 1, 1999

Tatiana Pentes, Чужие города Strange Cities An interactive digital work, d.art 99 exhibition, dLux media arts, Sydney Film Festival, 1999, in association with the Australian Film Commission, Screen Australia.

Strange Cities (online), FUSION: Panel Presentation: George's Ballroom St Kilda Film Festival, Melbourne, July 1, 1999, Authors: Tatiana Pentes, Eurydice Aroney.

Strange Cities CD-Rom, Revelation Film Festival, International Documentary Conference, Perth June 1, 2001, Authors: Tatiana Pentes, Geoffrey Weary, Eurydice Aroney, Serge Ermoll.

Tatiana Pentes, *blackBOX* (exhibition), VUSPACE, Computer Mediated Art Gallery, VICTORIA UNIVERSITY, October 4, 2005.

Tatiana Pentes, *Strange Cities*: Experimenta Media Arts: MANIFESTO: CD-Rom Traveling Exhibition 1 – 5 February 1999, Arts Victoria Foyer Exhibition Australian Film Commission/ Strange Cities Productions, Authors: Tatiana Pentes, Eurydice Aroney, Geoffrey Weary.

Strange Cities: SCA Gallery Launch exhibition, Australian Film Commission/ Strange Cities Productions, January 18, 1999, Authors: Tatiana Pentes, Eurydice Aroney, Geoffrey Weary. Launched by ABC Broadcaster Tony Baldwin & Andrew Traucki, Project Manager, Screen Australia (AFC).

Strange Cities (exhibition & paper), University of Sydney Conference – 'Towards the Third Millennium: Australia, Europe and Asia', November 28, 1999, Authors: Tatiana Pentes, Geoffrey Weary.

Tatiana Pentes, *Black Box: a digital media installation*, KUDOS Gallery: College of Fine Arts, UNSW, October 2, 2004, Authors: Tatiana Pentes, Funded by Trans/Forming Cultures UTS, CoFA Alumni

Tatiana Pentes, Tension and Allure: Mentorship Object Studios, *OBJECT Magazine*, Australian Design Centre, 1999.

Tatiana Pentes, Project: Object – Ari Athans & Arthur Koutoulas (jewellery/object installation), *OBJECT Magazine*, 1997.

Tatiana Pentes, *Goddess*, (contemporary ceramics), *OBJECT Magazine*, Australian Design Centre, 1995.

TESTIMONIALS

Tatiana is an award-winning digital media practitioner and teacher who's thoughtful work and diverse interests traverse both commercial and artistic spheres.
Paul McCarthy, Chair of Awards Judging, Australian Interactive Media Industry Awards (AIMIA)

"Tatiana has supported significant digital developments in the Musica Viva marketing program over the last two years, including the introduction of video talks, social media presence and a more analytical approach to digital projects. In Tatiana's time with Musica Viva, we successfully rebuilt the Musica Viva website and increased site visits by 30% in the first 3 months and time on site by a minute. Tatiana is committed and determined and will work solidly to finish projects. She is well-liked by the team, is collaborative in her approach to work, and brings a good energy to her working environment. **Mary Jo Capps CEO Musica Viva Australia**

"Big congratulations to everyone for the on-line presentation of ICS 2012. Nicely laid out pleasing to the eye intelligent architecture that is consistent, easy to understand and straightforward to navigate. Bravi tutti!" **Carl Vine Artistic Director Musica Viva Australia**

Tatiana implemented key digital developments in the Nutrimetics AU & NZ marketing strategy over the past nine months, working in collaboration with Creative Services to create a revitalised brand presence through social media, the re-launch of the new website, & development of a digital media APP prototype. In Tatiana's time we completed the redevelopment of the Nutrimetics website to timelines and increased Facebook friends by 20% in the first 2 months of Tatiana's initiatives. Tatiana met the deadlines efficiently and work well in a collaborative team environment.
Lee Worsley, Creative Director Nutrimetics (Tupperware Brands Corporation)

Confidential Referee upon request