GONZALO COLLARTE

INTEGRATED MARKETING / AI / CONTENT / PR / COMMS / B2B

0447721110
Mobile

SYDNEY
City

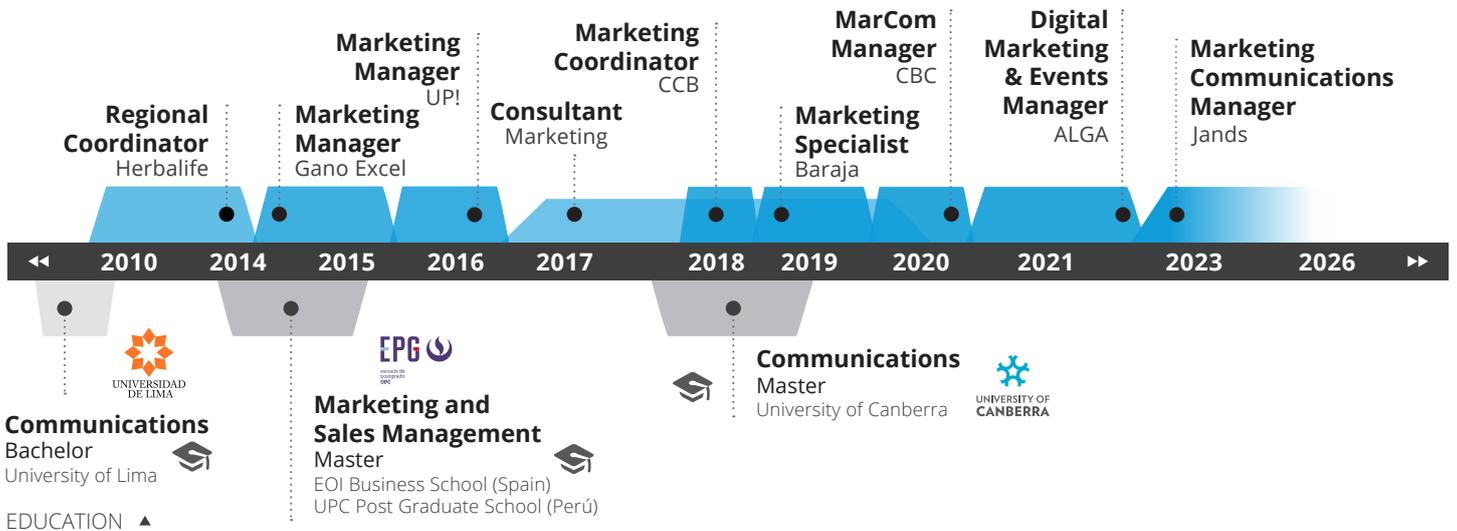gonzalocollarte.com
Web

gc@gonzalocollarte.com
Email

Marketing communications leader with 15+ years in B2B tech and AV across brand, PR, content, digital, CRM, analytics and events. Converts complex product stories into demand and pipeline, e.g. A$2.1M promo revenue, +64% event leads, 200+ earned placements.

Hands-on with Adobe CC, Canva, Premiere, Hootsuite, Mailchimp, GA4, Dynamics 365 and Salesforce Marketing Cloud. Bilingual EN/ES. Builds end-to-end programs using AI-assisted workflows and UTM-based attribution. Startup-tested at Baraja.

WHAT'S MY STORY?

▼ WORK EXPERIENCE

Year	Role
2010	**Regional Coordinator** — Herbalife
2014	**Marketing Manager** — Gano Excel
2015	**Marketing Manager** — UP!
2016	**Consultant** — Marketing
2017	**Marketing Coordinator** — CCB
2018	**Marketing Specialist** — Baraja
2019	**MarCom Manager** — CBC
2021	**Digital Marketing & Events Manager** — ALGA
2023	**Marketing Communications Manager** — Jands
2026	

Communications
Bachelor
University of Lima

UNIVERSIDAD DE LIMA

Marketing and Sales Management
Master
EOI Business School (Spain)
UPC Post Graduate School (Perú)

EPG

Communications
Master
University of Canberra

UNIVERSITY OF CANBERRA

EDUCATION ▲

WORK EXPERIENCE

JANDS

Role: **Marketing Communications Manager**
Organization: **Jands**
Dates: Apr 2023 - present   ● SYDNEY

Australian-owned distributor of pro audio, lighting and integrated AV solutions across ANZ, supporting dealers/integrators with sales, channel marketing, training and events. Direct reports: 3 (Events, Video, Design)

- Co-led AlphaTheta (Pioneer DJ) cashback: A$2.1M trade (+27% YoY); PDJ stock A$7.05M to A$5.07M; 559 sales / 461 claims (~82%).
- Cut Integrate Expo 2025 spend ~8% (~A$37k) while lifting unique leads +64% and capturing ~14% of show traffic (record).
- 200+ earned placements across 20+ mastheads; 60+ media releasess for reviews, case studies, interviews.
- Grew owned channels ~35% overall (YouTube +70%, LinkedIn +20%, Instagram +30%) via consistent B2B storytelling.
- Converted Shure "Sounds of Summer" seasonal demand into YoY lifts averaging +116% on hero SKUs.
- Led Shure UC (Foundry/ARN) optimisation to deliver 200 MQLs on time with 92% Microsoft-aligned channel accuracy.
- Brand custodian for Jands; multi-brand governance across internal/external comms.
- End-to-end PR/content/social/web/CRM from brief to analytics; Hootsuite-led cadence & automation.
- Media lead; case-study/think-piece pipeline; author/localise releases, reviews & partner features.
- Introduced AI-assisted workflows (first-drafting, QA, repurposing, tagging, approvals hygiene) to lift throughput and quality.

CORE STRENGTHS

- Marketing Strategy
- Digital Marketing
- Content Strategy
- Brand Management
- Integrated Communications
- Campaign Analytics
- AI-Assisted Workflows
- CRM & Marketing Automation
- Creative Direction
- Copywriting
- Social and community
- Public Relations
- Event Marketing & Production
- Project Management
- Stakeholder Engagement
- Team leadership

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Role: Digital Marketing & Events Manager
Organization: **Australian Local Government Association**
Dates: Aug 2021 - Mar 2023   ● SYDNEY

National voice of local government, representing 537 councils.

- Led the digital strategy and redevelopment of alga.com.au, improving user experience, accessibility, and visibility across platforms.
- Managed multi-channel communications, content creation, and stakeholder engagement to support advocacy, policy, and events.
- Produced ALGA's two flagship events: the National General Assembly (1,000+ delegates) and Roads & Transport Congress, overseeing all media, sponsor, and on-day communications.
- Directed the national "Don't Leave Local Communities Behind" election campaign with Coordinate agency, delivering targeted digital, video, and email assets nationwide.
- Achieved record engagement at ALGA's National General Assembly and strengthened the organisation's digital presence and advocacy reach through consistent, data-driven storytelling.

Role: Marketing Communications Manager
Organization: **Canberra Business Chamber**
Dates: Aug 2020 - Jul 2021   ● CANBERRA

Member-based organisation representing ACT's private businesses.

- Launched five digital-first campaigns (Buzz, Recruit Assist, CBC Shop, Membership Drive, Employer Assist) delivering 1,000+ Buzz sign-ups, 25+ new memberships off-peak, and +15% LinkedIn followers.
- Secured 250+ cross-channel media mentions in 2020–21; improved email deliverability (28% to 36% Open Rates).
- Lifted membership landing-page traffic ~30% QoQ via SEO/reporting improvements.

Role: Marketing Specialist
Organization: **Baraja**
Dates: May 2018 - Aug 2018 | Feb 2019 - Jul 2020   ● SYDNEY

Australian startup developing a LiDAR technique for self-driving vehicles.

- Co-led global public launch (Sydney + San Francisco), securing 50+ international media placements across five technical releases.
- Produced 90+ in-house videos (explainers, tests, internal comms), building a repeatable storytelling framework.
- Co-led creation of "Baraja Connect" CGI video premiering at CES 2020; coordinated APAC expansion with a China-hosted site.
- Built a VR/point-cloud demo pipeline that improved OEM/Tier-1 comprehension and reduced demo lead times.

Role: Marketing Specialist
Organization: **Canberra Convention Bureau**
Dates: Aug 2018 - Jan 2019   ● CANBERRA

Peak body attracting business events to the ACT representing +180 members.

- Managed production of the Meeting Planner Guide across 130+ member organisations and ad placements.
- Supported AIME/PCOA/PAICE participation under tight deadlines.

Role: Event Production Volunteer
Organization: **TEDxCanberra**
Dates: May 2019 - Dec 2022   ● CANBERRA

Non-profit TEDx event in the capital, showcasing "ideas worth spreading."

- Contributed 12+ TEDx events (incl. virtual/hybrid); coordinated speakers/showflow, ran slides and backstage ops, supported basic audio, and represented the team at TEDxWeekend Taipei/Singapore.

May 2010 - Nov 2016   ● LIMA

Roles: **Direct Selling (MLM) Roles LATAM**
Organizations: **Herbalife • Gano Excel • UP!**

UP! - Sales & Marketing Manager
- Led an 8-person CX/Logistics/CS team serving 10,000 distributors. Achieved +35% sales growth and 40% event cost reductions.

Gano Excel - Marketing Manager
- Built the function (team of 4) and ran 20+ events, including two 2,000+ attendee conventions. About 30% sales uplift.

Herbalife - Regional Comms Coordinator
- Owned regional comms across 17 countries.
- Rolled out ExactTarget at scale to 200k sends with dynamic personalisation with ~20% lift in open rates.
- Produced 20+ TV/web/event videos incl. sponsorship content with Messi and Ronaldo.

■ EDUCATION

Master of Communication
University of Canberra | 2019

Master in Marketing and Sales Management
EPG UPC | 2013

Bachelor of Communications
University of Lima | 2008

■ TOOLS & PLATFORMS

Design: AdobeCS/Canva
Video: PremierePro
AI: OpenAI/Replit/Suno
Web: WordPress
Email: Mailchimp/Dotdigital
Social: Hootsuite
CRM: Dynamics365
PM: Asana/Trello/Monday

■ INTERESTS

Music | Fitness | Audiobooks | Travel
Longevity | Genealogy | Aerosmith | Star Wars

■ VIDEO CV   ■ SOCIAL MEDIA

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