

Tobias (Toby) Irvine

Creative Strategist

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Profile.

A Creative Strategist bridging the gap between marketing strategy and digital execution. Drawing on an industry-agnostic background across finance, heavy engineering, retail and agency video production for both B2B and B2C audiences, I specialise in building strategies that align business objectives with marketing functions - then picking up the tools to execute the strategy.

Skills.

WordPress: Experience in web development.

Adobe Creative Cloud: Expert in design and video.

Meta & Google Ads: Campaign strategy guru.

CTR Optimization: Proven 3%+ Click-Through Rate.

Email Marketing: MailChimp campaign specialist.

Copywriting: Engaging, persuasive content creator.

Photography & Videography:

Experience.

Marketing Lead

Oct 2024 - Present

Shartru Wealth Management | Harbourside Investment Management

Strategic Growth & Lead Generation: Managed the marketing strategy and digital presence for a national financial services network. Drove a 160% increase in organic web traffic and boosted inbound enquiries by 33%+ through a complete website rebuild.

Systems & Automation: Built custom workflow pipelines in Monday.com, cutting out hours of manual data entry to streamline and automate the network's sales processes.

Leadership & Stakeholder Management: Delivered strategic presentations at the National Conference to educate financial advisers on running efficient marketing for their practices. Additionally managed an internal marketing contractor and external web developers to execute the network's digital projects.

Marketing Specialist

May 2024 - Oct 2024

Reed Engineering Services

Built the marketing communications from scratch for a heavy engineering firm. Launched a new WordPress website and ran targeted Meta campaigns that successfully drove a 14% increase in commercial B2B leads."

Marketing Coordinator

2022 - 2024

Triple R Group (TJM Hunter Valley, Redi Cruisers, Newcastle Mowers)

Managed Google Ads and Meta campaigns targeting high-value retail customers across both in-store and e-commerce channels. Built digital lead funnels that increased qualified retail enquiries by 20%.

All-Rounder

2021 - 2022

South Leagues Club

Boosted foot traffic by 15% with promotional assets during COVID-19 and supported bar service, events, and daily operations.

Visual Editor & Camera Operator

2019 - 2021

Thirty3 South Films

Delivered end-to-end video production for a diverse range of commercial clients. Handled on-set camera operation and production support, alongside comprehensive visual editing, colour grading, and animation to produce high-quality multimedia campaigns.

Education.

Graduate Certificate in Digital Marketing

University of Technology Sydney

Graduating
September 2026

Fundamentals of Digital Marketing

Open University

2022

Open Foundation

University of Newcastle

2020

HSC

Wingham High School

2018