

I am a highly skilled and widely experienced 360° **Strategic Communications** practitioner ~

- degree qualified with post-grad studies in Business Administration, Financial Analysis, Business Planning, Venture Capital, Marketing, OB, Management, Law & Communications;
- background as print **journalist** and **copywriter**, skilled in other forms of writing (features, speeches, **technical**, white papers etc), **sub editing / proofreading**, editing, and page layout; superior story-selling and language skills (speak / read / write five languages);
- experienced in all aspects of **hard copy production / print** and in **website**, video, AV and multimedia development; familiar with TV and radio production (especially newsroom);
- extensively experienced in
 - **internal / external** organisational communications for **change** management,
 - **strategic communications planning**,
 - business **analysis** & major project appraisal,
 - **media** relations, **issues** management, **PR & PA**,
 - **brand** development,
 - **community** liaison / education;
- experienced **marketing communications** manager, strategic planner & collateral producer, project manager;
- experienced in corporate, Government & SME environments, in **stakeholder** management, in delivering boardroom presentations and in Ministerial liaison as well as in hands-on production;
- experienced in **proposals / bid writing** for professional services and for specialized scientific / technological matters (incl. aerospace, agribusiness, medical/scientific equipment, IT);
- skilled in assimilating new technologies and in **presenting complex matters for the layman** and at various other levels - eg, for the professional, for the non-technical businessperson, as a directoral overview etc;
- excellent **presentation & persuasive skills** in liaison with clients large and small;
- characteristics ~
 - highly self-motivated
 - detail minded analyst & creative 'outside the box' strategic thinker
 - always learning, always flexible, always professional
 - outstanding skills at winning **stakeholder buy-in**;
- highly skilled with all of MS Office, graphics, DTP, web development tools and more;
- confident that I can produce what is needed from Day One and that my client will be well pleased with my services, attitudes and style. And sense of humour!
- last employ - **Manager, Corporate Communications** for HealthSupport (part of NSW Dept of Health), involved in preparing strategic communications plan and generating internal communications for change management involving 100,000 personnel;
- previous position - **Communications Manager** with Enterprise Events responsible for all communications and marcoms, copywriting, proofing, running 3 X graphics designers, one web developer, one PR officer and 3 X marketing co-ordinators;
- available now; living in Glebe, willing to travel – ph: 0401 089 322 / <http://www.hibrasil.biz/> - full CV available online at www.swimtwobirds.org/cv/

HUGH O'CONNOR Glebe NSW 2037 website <http://swimtwobirds.org/best>
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SUMMARY

An accomplished **business communications professional** with proven experience in Government and NFP organizations as well as in commercial marcoms; communications program planning and delivery; community education; internal communications and change management; in hi-tech hardware (IT and other), software and professional and public services areas; B2B and B2C

EDUCATION & STUDY COURSES UNDERTAKEN

- **Bachelor of Arts,** National University of Ireland
Economics, English, subsidiaries in Archaeology, French
- **Bachelor of Science** National University of Ireland
Physics Chemistry Botany Zoology Years 1 & 2 completed
- Statistics Refresher Course Swinburne Institute of Technology
- **Master of Business Administration** Melbourne University
- Supervisory Management Course Melbourne University
- Copyschool Various Advertising Agencies, Melbourne
- Selection Interviewing Road Traffic Authority, Melbourne
- Management Decision Making Road Traffic Authority, Melbourne
- Motivating Staff and Management Road Traffic Authority, Melbourne
- **Master's Degree in Enterprise Innovation** Swinburne University of Technology
- Portuguese language Self-taught & Berlitz, Brazil

Appropriate qualities –

- Big picture perspective – motivated, flexible and client focused combined with thorough attention to detail, schedules, budgets, deliverables and results to achieve outcome goals
- Experience in hi-tech research environments - science and engineering coms background
- Skilled executive level negotiator with creative entrepreneurial instincts, with proven persuasive universal communications / evangelization capabilities
- Superior and credible human relations skills used as team-builder and player; in media relationship development; and in negotiations with peers, suppliers and clients
- High-level technical and creative skills as webmaster, in website development, design and copy writing / content provision; in press and print collateral development; experience in TV, radio, video and multimedia
- Fast and continuous learner driven to increase knowledge and enhance skills; solid communications, languages, literature, commercial business and computer literacy skills developed in primary degree course and post-graduate higher-degree & other studies

PROFESSIONAL COMMUNICATIONS EXPERIENCE

HealthSupport – NSW Health – Chatswood, Sydney

Oct 2006 – Dec 2006

Scope of venture – shared corporate services provider to NSW Department of Health

Role / Title – Manager, Corporate Communications

Functions included development and implementation of organization-wide strategic communications plan; as most senior communication advisor to determine policy, to set strategic directions and manage all corporate communications activities; development and maintenance all organization-wide communications systems, processes and standards; recommendation of substantial programs such as major communications campaigns, new communications channels and corporate management communications training; strategic research and analysis; media and community relationship building; appointment and direction of external contractors and agencies; develop and maintain business network relationships; management of the HealthSupport brand; participation in executive and other senior management committees.

Freelance Copywriter – mainly through Divine Write, Sydney

Mar 2006 – Sept 2006

Activities included writing of copy for advertising, websites, brochures; also feature articles.

Expertise Events P/L - Frenchs Forest, Sydney

Nov 2005 – Feb 2006

Scope of venture – privately owned expo / events management firm

Role / Title – Communications Manager

Functions included responsibility for all marcoms collateral and other communications production; management / supervision of graphic design, web development / design resources, and of three Marketing Co-ordinators; recruitment of new communications and marketing personnel; responsibility for change management by removing production and marketing staff from direct line-of-control by Owner.

Freelance Journalist – mainly through Media Support Services, Sydney Oct 2004 – Nov 2005

Activities included researching, writing, photographing and laying out newsletters

HiBrasil – Sydney & Armidale, NSW, and in Porto Alegre, RS, Brazil

June 2002 – Sept 2004

Scope of venture - startup of \$150 million retail venture to develop imports of premium quality domestic furniture and housewares from Brazil into Australia

Role/Title – Initiator / Project Champion

Functions included

- marketing communications in English and Portuguese – brochures, advertising, copywriting,
- website development and content provision,
- development and delivery of presentations,
- writing of proposals,
- lobbying of Government and industry bodies,
- PR & media relations,
- promotions and publicity,
- events management,
- information reticulation throughout group

The Best in the Business – Located at Boorolong, near Armidale, NSW May 1996 – June 2002

Scope of venture - consultancy in commercial management, marketing, marcoms, organisational communications, business planning & venture capital, business mentoring, training

Role/Title – Sole Practitioner consultant

Functions included

- market planning,
- presentation development and delivery,
- marcoms collateral production,
- website development & e-commerce,
- business planning and plan analysis,
- joint venture negotiation at directoral level between ASX-listed companies,
- magazine publishing,
- venture capital preparedness, VC negotiations,
- business start-up mentoring,
- providing seminars / training,
- public and media relations

Clients included Practical Systems P/L (Armidale)
Gresham Rabo Venture Capital P/L (Sydney)
University of New England Union (Armidale)
The Investor Group (Mildura & Melbourne)
Charles Fice Solicitors (Melbourne)
Business Enterprise Centre (Armidale)

The Best in the Business – Located in Melbourne August 1989 – Sept 1992

Scope of venture – DTP (publishing), consulting in organizational communications & PR

Role/Title – Sole Practitioner consultant

Functions included

- DTP, design & layout,
- editing,
- photojournalism,
- liaison with printers and advertisers,
- public and media relations,
- change management communications,
- event management

Clients included CSIRO
Aerospace Technologies of Australia (ASTA)
ANZ Bank
National Languages and Literacy Institute of Australia
Victorian Archaeological Register
Plastics Institute of Australia

Aeronautical Research Laboratory – Fishermans Bend, Melbourne Sept 1987 – June 1989

Scope of venture – applied and open research into aviation and aerospace technologies in materials, propulsion, structures, aerodynamics and weapon systems; part of DSTO

Role/Title – Public Affairs Manager

Functions included

- business/ marketing communications,
- issues management,
- internal communications,
- PR & media relations,
- IP commercialization support,
- recruitment of IP client manufacturers and agents,
- development and delivery of presentations,
- change management,
- publicity,
- major events management,
- information reticulation throughout group,
- house magazines,
- annual reports

Road Traffic Authority – Various locations, Melbourne

June 1984 – July 1987

Scope of venture – government authority responsible for driver licensing and motor registration; also road and traffic systems design and implementation, and road safety

Role/Title – Public Relations Manager

Functions included

- planning, management and implementation of internal and marketing communications,
- change management, issues management,
- liaison with Minister and Premier's office,
- PR & media relations, media releases,
- publicity events, promotions and publicity,
- road safety advertising campaign management,
- information reticulation,
- house magazines, annual reports

PROFESSIONAL TOOLS AND METHODOLOGIES**Highly Proficient** –

writing / copywriting; intelligent listening; insight / perception; research & analysis; budgeting & target setting; project evaluation; business planning; strategy development; general & project management; report preparation; proposals writing;	interpersonal skills; consulting; communications brief development; communications planning; multimedia / internet / website development; journalism & editing; photo-journalism; design & layout; marketing & promotions; marcoms collateral;	printer & ad agency negotiation & liaison; consultative solutions sales; PR, PA & media relationship development; source and networks establishment; presentations development & delivery; creativity / innovation - an 'Ideas Man'
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Hands-on Experience –

Dreamweaver, Flash, HTML, FTP, Java & Javascript; ASP/SQL, WinZipSE, AddWeb, Acrobat & Distiller, Anfy, Cuneiform, Front Page, Word, Access, Excel / Financial modeling, various DTP packages; graphics development (Corel, Illustrator, etc);	image manipulation (Paintshop etc); PowerPoint & PowerPoint to Flash; InDesign, PageMaker; Nero; CoolEdit; IT services management; help desk; computer training; multimedia authoring; applications development; project & product development; PC, Mac (& some Unix) platforms; box set-up and maintenance;	data management / library; events management; direct marketing; e-commerce; lead generation / CRM; corporate branding / image development; copyright / patent law; IP commercialization; product launches; general & project management; staff recruitment and supervision; book-keeping; bank reconciliation; payroll; customer service
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Working Knowledge –

French, Portuguese, Gaelic, Latin, some German, Italian; CGI, Perl; LAN & WAN & wireless networking; import / export &	international trade; art direction; account management; literature fulfillment; Federal & State Governmental requirements (OHS, EEO, EAPS, Ethical Practice, Awards etc);	commercial & corporate law; Intellectual Property law – copyright, patent, trade mark; organizational behaviour; offset printing
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TOP SECRET classification from Department of Defence, Australia

NOTEWORTHY

- head-hunted to write for **The Age** broadsheet daily newspaper in 1981 – then one of very few university graduates employed there, and the only journalist who could touch type
- voted third place in Australia-wide '**most readable writer**' poll by Fairfax (1983)
- awarded scholarship based on public writing competition to attend **CopySchool** – a group initiative by major ad agencies in Melbourne to train promising copywriters (1984)
- more than 20 years professional experience in communications – developed, designed and wrote copy content for over 80 'look good, feel good' high utility websites, in four languages
- active interest in development and commercialisation of new 'alternative energy' production technologies, and in communicating / educating the public in the needs for these innovations
- the first entrepreneur to introduce Australian cask wines onto the Irish market (1979)
- achieved journalist's legendary dream - bought, renamed, promoted and operated **Swim-Two-Birds** Irish Pub in Sydney's Five Dock – developed trade from \$7000 to \$35,000 per week over first ten weeks (1994/95)
- unusual capacity for using both sides of the brain, enabling both creativity and attention to detail – as shown by professional experience as market analyst, creative writer and inventor
- awarded myself one year post-divorce sabbatical to live in and explore Darwin and the Northern Territory while working as copy/subeditor on **NT News** daily newspaper (1993)
- developed and implemented **LingoLab** - innovative on-line interactive multimedia language laboratory to teach Irish Gaelic reading, pronunciation and comprehension through poetry
- achieved seven years of Paradise living in the glorious Australian bush on my 1400 acre property at **Boorolong** on the Northern Tablelands of NSW (1996 – 2003)
- promoter of world-wide public interest in Celtic Studies – language, law, lore, music, song, history and archaeology - through [Swim-Two-Birds Neo-Celtic Cyber-University](#) website
- acclaimed cook and baker of Irish sodabread, Brazilian *pão de queijo* (cheesebread) and brewer of highly esteemed lagers and ales
- polyglot with strong interest in philology and wordplay – a James Joyce fan

(Prepared by The Gallup Organization - USA)

Hugh O'Connor's Strengths Finder Signature Themes

Respondent ID: 535465

From your responses to the Strengths Finder ®; certain patterns have emerged. Out of the 35 themes there are five themes that may be your signature themes. Signature themes are those spontaneous, recurring patterns of behaviours as well as feelings and thoughts that people resonate in expressing and mark their strengths as individuals. Read the listed signature themes and study them to see how they fit your own behaviours. Applying these themes to your life may well increase both your satisfaction and your productivity.

Strategic	The Strategic Theme enables you to sort through the clutter and find the best route forward. It is not a skill that can be taught. It is a distinct way of thinking, a special perspective on the world at large. This perspective allows you to see patterns where others simply see complexity. Mindful of these patterns, you play out alternative scenarios, always asking "What if this happened? Okay, well, what if this happened?" These recurring questions help you see around the next corner. There you can evaluate accurately the potential obstacles. Guided by where you see each path leading, you start to cull. You cull the paths that lead nowhere. You cull the paths that lead straight into resistance. You cull the paths that lead into a fog of confusion. You cull and you cull until you arrive at the chosen path-your strategy. And, armed with your strategy, you strike forward. This is your Strategic Theme at work. "What if?" Cull. Strike.
Learner	You love to learn. The subject matter that interests you most will be determined by your other Themes and experiences, but whatever the subject, you will always be drawn to the process of learning. The process, more than the content or the result, is especially exciting for you. You are energized by the steady and deliberate journey from ignorance to competence. The thrill of the first few facts; the early efforts to recite or practice what you have learned; the growing confidence of a skill mastered-these aspects of the learning process entice you. Your excitement leads you to engage in adult learning experiences-yoga or piano lessons or graduate classes at the local college. It enables you to thrive in dynamic work environments in which you are asked to take on short-term project assignments and are expected to learn a lot about the new subject matter in a brief period of time, and then move on to the next one. The Learner Theme does not necessarily mean that you seek to become the subject matter expert, nor that you are striving toward the respect that accompanies a professional or academic credential. The outcome of the learning is less significant than the "getting there."
Connectedness	Things happen for a reason. You are sure of it. You are sure of it because, in your soul, you know that we are all connected. Yes, we are individuals, responsible for our own judgments and in possession of our own free will, but, nonetheless, we are part of something larger. Some may call it the collective unconscious. Others may label it spirit or life force. But whatever your word of choice, you gain confidence from knowing that we are not isolated from one another, nor from the earth and the life upon it. This feeling of Connectedness implies

certain responsibilities. If we are all part of a larger picture, we must not harm-because we will be harming ourselves. We must not exploit-because we will be exploiting ourselves. We must not cause suffering-because we, too, will suffer. Your awareness of responsibilities such as these creates your value system. You are considerate, caring, and accepting. Certain of the unity of humankind, you are a bridge builder for people of different cultures. Sensitive to the invisible hand, you can give others comfort in knowing that there is a purpose beyond our humdrum lives. The exact articles of your faith will depend upon your upbringing and your culture, but your faith is strong. It sustains you and your close friends in the face of life's mysteries.

Self-Assurance

Self-Assurance is similar to self-confidence. In the deepest part of you, you have faith in your Strengths. You know that you are able-able to take risks, able to meet new challenges, able to stake claims and, most importantly, able to deliver. But Self-Assurance is more than just self-confidence. Blessed with the Theme of Self-Assurance, you have confidence in not only your abilities, but also in your judgment. When you look out at the world, you know that your perspective is unique and distinct. And because no one sees exactly what you see, you know that no one can ever make your decisions for you; no one can tell you what to think. They can guide, they can suggest, but you are the only one living your life. You alone have the authority to form conclusions, make decisions, and act. This authority, this final accountability for the living of your life, does not intimidate you. On the contrary, it feels natural to you. No matter what the situation, you seem to know the right thing for you to do. It may not be right for everyone, but you know that it is the right thing for you to do, given the situation. This Theme lends you an aura of certainty. Unlike many, you are not easily swayed by someone else's arguments, no matter how persuasive they may be. This Self-Assurance may be quiet or loud, depending on your other Themes. But it is solid. It is strong. Like the keel of a ship, it withstands many different pressures and keeps you on your course.

Ideation

You are fascinated by ideas. What is an idea? An idea is a concept, the best explanation of the most events. You are delighted when you discover, beneath the complex surface, an elegantly simple concept to explain why things are the way they are. An idea is a connection. Yours is the kind of mind that is always looking for connections; therefore, you are intrigued when seemingly disparate phenomena can be linked by an obscure connection. An idea is a new perspective on familiar challenges. You revel in taking the world we all know and turning it around so we can view it from a strange-but strangely enlightening-angle. You love all of these ideas. Because they are profound. Because they are novel. Because they are clarifying. Because they are contrarian. Because they are bizarre. For all of these reasons, you derive a jolt of energy whenever a new idea occurs to you. Others may label you as creative or original or conceptual or even smart. Perhaps you are all of these. Who can be sure? What you are sure of is that ideas are thrilling. On most days, that is enough.