

# Liz Atkinson

## blue group marketing

PO Box 1113, North Fitzroy VIC 3068

Mobile 0419 876 215

E-mail liz@bluegroupmarketing.com.au

Web [www.bluegroupmarketing.com.au](http://www.bluegroupmarketing.com.au)

ABN 20 100 251 465

Business, technical and creative writing, editing and proofreading services. Marketing communications, communications planning, project management.

**In-house** Marketing and communications management with Telstra, TXU, Pfizer Pharmaceuticals and DPI.

**Freelance** Since 2002. Clients include Boral, DEEWR, AJD Creative, Skills Victoria, DIIRD, DPC, Superpartners, TWUSUPER, RMIT, CPA Australia, American Express, Dairy Australia.

### EXAMPLES OF WORK

**Writing and editing** Web content ASQA (DEEWR); website, media materials, client newsletters, journal articles (AJD Creative); brochure (ProExpression); tender (CPA Australia); annual reports (RMIT, MTAA Super, Dairy Australia).

**Editing** *Victorian Women's Policy Framework 2008–2012; Report Advising on the Development of the Victorian Tertiary Education Plan to 2025.*

### AREAS OF EXPERTISE

Writing and editing annual reports, web content, newsletters, tenders, magazine/journal articles, brochures, media materials, training materials. Word templates. Planning and project managing integrated communications programs. Proofreading PhD theses and resume writing.

### AREAS OF INTEREST

Business, management, government, higher education and psychology.

### QUALIFICATIONS

M Business (Marketing), BA (Psychology), Swinburne. Grad Cert Careers Education & Development, RMIT. Cert IV (Assessment/Workplace Training). RG146 (Superannuation).



Windows Vista  
Microsoft Office