# June Pickering

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## Career profile

A results-driven and innovative digital professional from a technical background with over 20 years' experience leading digital transformations and managing comprehensive digital portfolios across diverse sectors for government, non-government, and corporate clients. Proven track record in developing digital strategies that align with organisational and policy objectives and drive stakeholder engagement. Strong analytical skills with an MSc in Sustainable Development, BSc in Politics and International Relations, and a Professional Diploma in Digital Marketing. Keen interest in sustainable development and humanitarian affairs with experience in policy analysis and a strong understanding of sustainable practices and development strategies. Extensive knowledge of digital technologies, including web development, content management systems (CMS), analytics tools and industry best practice and trends. Strong project management experience to successfully deliver large digital programmes.

## Education

- **MSc. Sustainable Development -** First Class Honours
  University College Dublin, Dublin, Ireland.

- **BSc. (Hons) Politics and International Relations -** First Class Honours
  London School of Economics and Political Science, London, United Kingdom.

- **Professional Diploma in Digital Marketing** - Distinction
  Digital Marketing Institute, Dublin, Ireland

## Skills summary

- Proven experience developing digital strategies that align with organisational goals, enhance user experience and ensure sustainability.
- Skilled at directing multiple digital communication channels and products and overseeing the delivery cycle of large-scale digital projects that drive digital transformation.
- Adept at creating digital experiences through effective UX/UI design and Information Architecture.
- Experienced in defining key performance indicators (KPIs), analysing data, and provide insights to inform strategic decision-making.
- Strong understanding of digital technologies, including web development, content management systems (CMS), and digital analytics tools
- Strong writing and proofreading skills, with extensive experience in creating articles, company blogs, and communication materials across multiple channels to ensure clarity and engagement
- Expertise in identifying risks associated with digital initiatives, ensuring compliance with industry standards, and best practices.
- Proven ability to effectively manage budget and  allocate resources for optimal outcomes.
- Experienced in fostering strong relationships with internal and external stakeholders, including senior leadership, clients and partners in global environments
- Skilled in managing reports and collaborating with global teams and agencies.

## Software skills summary

- **Web**: HTML5, CSS, Drupal (9.4), HubSpot, WordPress (6.3)
- **Digital analytics**: Google Analytics 4, Majestic, Visual Optimiser.
- **Imaging**: Adobe Creative Cloud (including Photoshop and Premiere Pro)

# Career history

### Senior Web Project Manager
**TLScontact, London, United Kingdom** (February 2022 – present day) - www.tlscontact.com
**A global organization that partners with governments to provide visa and consular services to travellers and citizens in 90 countries.**

Manage the development of an innovative new web concept designed to support visa applicants in their visa journey and align with corporate objectives and strategic vision.

- Defined the project scope and vision for an innovative consumer web concept.
- Developed specifications and comprehensive development briefs for external agencies.
- Managed the full project lifecycle maintaining project plans and milestones.
- Conducted competitor and peer analysis to identifying best practice and strategic opportunities.
- Liaised with internal and external stakeholders to ensure transparency and stakeholder satisfaction.
- Collaborated with diverse global teams to deliver a cohesive and successful web initiative.
- Engaged with legal, data privacy, technology, and security to ensure adherence to industry standards.
- Oversaw financial commitments and managed project budgets to optimise performance.
- Presented project status reports to company stakeholders.

### Assistant Director, Digital Platforms
**Cancer Australia, Sydney, Australia** (February 2017 – January 2022) - www.canceraustralia.gov.au
**A specialist Australian Government agency dedicated to reducing the impact of cancer, addressing disparities, and enhancing outcomes through evidence-based interventions across the care continuum.**

Directed Cancer Australia's digital presence and transformation to enhance audience engagement in alignment with strategic objectives.

- Developed a digital strategy to transform digital solutions for Cancer Australia including governance, communications, analytics, and capacity building for a cohesive and optimised digital presence.
- Collaborated with the Digital Transformation Agency (DTA) to ensure compliance with government hosting strategies and content management policies.
- Led the onboarding of GovCMS with a Drupal distribution across 40+ websites in a SaaS environment
- Directed the redevelopment of Cancer Australia's websites, enhancing IA/UX/UI, user testing, web design, and SEO for a responsive user experience.
- Designed and delivered innovative digital products, including an interactive diagnostic tool for lung cancer and an educational body map recognized by the European Cancer Organisation.
- Oversaw the launch of new digital platforms to enhance public engagement and support evidence-based clinical research.
- Managed the technical delivery and co-design of the Our Mob and Cancer website, developed by and for Aboriginal and Torres Strait Islander people, improving health outcomes through culturally relevant information.
- Formulated an analytics-driven product strategy for new initiatives, ensuring continuous improvement of the Drupal content delivery portfolio.
- Managed ongoing activities including content integration, user feedback analytics, KPI definition, contract negotiations, and management of schedules and external teams.
- Prepared detailed reports for Senate Estimate hearings and quarterly progress updates with recommendations for technical and design enhancements.

### Digital Specialist
**Fortytwo Telecommunications, Malta** (October 2015 – October 2016) - www.fortytwo.com
Led strategic digital initiatives to enhance audience engagement and organizational impact. Managed large-scale projects from conception to execution, ensuring alignment with goals. Expertise in web development, CMS, digital analytics, and UX/UI design. Focused on driving innovation and delivering cutting-edge solutions to support marketing initiatives and raise awareness.

**Lead Editor**
**Department of Health, United Kingdom** (November 2014 – May 2015) - https://gov.uk
Directed the content redevelopment of the Department of Health's intranet, overseeing the review and rewriting of existing copy to align with GOV.UK's style guide. Managed the editorial team and publishing schedule, researched, and authored news articles. Collaborated with organisational teams and subject matter experts to ensure content accuracy. Analysed traffic and usage reports to inform platform improvements

**Web Content Manager**
**Family Planning New South Wales, Australia** (Not-for-Profit) (November 2013 – May 2014) www.fpnsw.org.au
Managed the online platform and developed the online strategy for a major redevelopment and content migration initiative. Designed a comprehensive SEO strategy with measurable outcomes and optimised content to drive traffic and enhance organic search results. Conducted extensive competitor analysis and refined the Information Architecture (IA) to align with industry standards and user preferences. Analysed performance and developed business and functional documentation to support site development.

**Senior Digital Producer**
**Optus, Australia** (January 2013 – November 2013) - www.optus.com.au
Senior Digital Producer responsible for developing the online experience for Optus Gurus' video channel across web and mobile and the end-to-end technical delivery of complex digital projects. Single point of contact for communication between all stakeholders across all project phases, working closely with both internal and external design. Managed a small team of producers as well as development and testing groups.

**Digital Consultant**
**Australian Energy Marketing Operator, Australia** (March 2012 – October 2012) - www.aemoservices.com.au
Contracted to drive the implementation of the Information Architecture (IA) review and develop a new online platform to deliver more efficient messages to AEMO's clients and customers. Delivered a superior online user experience and customer service for stakeholders with a new interface and interactive platform. Worked with an external consultant on developing the IA and content strategies for the website redesign, creating user workflows, content outlines, and taxonomy. Managed the migration schedule and developed project and technical briefs with functional specifications for external developers

**Web Manager**
**Norton Rose Fulbright** (April 2011 – September 2011) - www.nortonrosefulbright.com
Managing the web content services as part of a global group for the Australian offices and served as the served as the Sitecore administrator and SME for the Asia-Pacific branch. Coordinated web content production to ensure accuracy and compliance with legislative requirements and developing strategies, processes, and policies for campaign marketing using Oracle Eloqua.

**Lead Digital Producer**
**Vodafone Australia** (February 2010 – February 2011) - www.vodafone.com.au
Managed the VHA online store and a team of junior producers to ensuring a dynamic, responsive environment to maximise usage and revenue. Worked closely with internal stakeholders and online sales to ensure strategic initiatives impacting the digital space were delivered in line with business requirements. Collaborated with UX Developers to ensure best practice implementation of usability principles.

**Web Developer**
**University of Technology (UTS) Australia** (October 2004 – February 2010) - www.uts.edu.au
Responsible for the development and maintenance of the IT digital platform and developing and deploying cross-faculty websites.

# Volunteer experience

- **Digital: Refugee Council of Australia (2**018 – 2021) - www.refugeeweek.org.au.
- **Digital: Malta Red Cross Society (**October 2015 – October 2016) www.redcross.org.mt