

# June Pickering

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[www.thedigitalchangemaker.com](http://www.thedigitalchangemaker.com)  
+44 7578 564220 | pickeringjune@gmail.com | Irish

## Career profile

A highly accomplished and data-driven digital communications leader with a First-Class Honours degree in Sustainable Development (MSc). Passionate about zero waste and circular economy with expertise in website redevelopment, multi-channel campaigns and change management. Exceptional project management skills to successfully deliver large digital projects, combining strategic oversight with hands-on operational expertise.

## Education

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

## Skills summary

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- Proven ability to develop and deliver integrated digital strategies and roadmaps that align with organisational objectives, enhance engagement, and optimise performance.
- Extensive experience directing multi-channel digital communications, managing full project lifecycles, and delivering successful transformation initiatives.
- Skilled in leading major website redevelopment projects, including content migration, Information Architecture (IA) design, and user-focused content strategies.
- Strong knowledge of environmental issues and the circular economy with an MSc in Sustainable Development.
- Experienced in defining KPIs, analysing performance data, and translating insights into continuous improvement and informed strategic decision-making using tools such as Google Analytics, Majestic, and Visual Website Optimizer (VWO).
- Expertise in high-impact content creation (web, social, blogs, newsletters, video), digital marketing, and paid social campaigns with strong editorial, copywriting, and quality assurance skills.
- Skilled in stakeholder and supplier management, securing senior buy-in and ensuring cost-effective, high-quality project delivery.
- Advanced technical skills with CMS platforms (Drupal, WordPress, HubSpot), Adobe Creative Suite, and social media tools (Hootsuite, SproutSocial).

## Volunteer experience

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- **Consultant (Content & Policy Review)**  
United Nations International Organisation for Migration (IOM) (2024 – [www.iom.int](http://www.iom.int))  
Reviewed, edited, and advised on the SOPs for legal identity access for migrants.
- **Research and Content Development**  
Refugee Councils of Australia (2018 – 2021) – [www.refugeecouncil.org.au](http://www.refugeecouncil.org.au)  
Researched, developed, and updated content for [refugeeweek.org.au](http://refugeeweek.org.au).
- **Research and Web Project Development**  
Malta Red Cross Society (2016 – 2017) – [www.redcross.org.mt](http://www.redcross.org.mt)  
Developed the Malta Red Cross website, implementing the build and managing research for content, graphics and editing to support public outreach.

## Professional training

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| • Research Integrity Training (Comprehensive)         | University College Dublin 2024      |
| • Scaled Agile Framework (SAFe) Product Manager/Owner | The University of Sydney 2021       |
| • Google Ads Management                               | The University of Sydney 2021       |
| • GovCMS Content Administration (Drupal 9.0)          | GovCMS Australia/Salsa Digital 2021 |
| • GovCMS Site Builder (Drupal 9.0)                    | GovCMS Australia/Salsa Digital 2021 |
| • Adobe Premiere Pro Level 1                          | The University of Sydney 2019       |

## Career history

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**Freelance Digital Strategy Consultant & Project Lead** (Jan 2025 – Present) – [www.thedigitalchangemaker.com](http://www.thedigitalchangemaker.com)

- Providing strategic consulting services across digital transformation, website redevelopment, and multi-channel campaign planning.
- Spearheading the upcoming launch of *Greening Malta*, a new volunteer-led initiative focused on promoting sustainable development in the Maltese islands including zero waste initiatives.

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### Senior Web Project Manager

**TLscontact** (February 2023 – December 2024) – [www.tlscontact.com](http://www.tlscontact.com)

**Global provider of visa and consular services in 90 countries.**

This senior-level role required both strategic direction and hands-on execution, overseeing the entire digital project lifecycle, including content strategies, social media management, and outreach.

- Led the strategic development of a web platform and defined the project's vision and scope to ensure alignment with corporate objectives.
- Developed and delivered social media strategies, creating content for blogs and newsletters, and overseeing campaign planning and analytics to optimise engagement.
- Aligned digital communications with corporate objectives, delivering performance reports and actionable audience insights to senior stakeholders.
- Built strong relationships with internal and external stakeholders, collaborating with cross-functional teams to ensure strategic alignment and compliance.
- Managed third-party suppliers to ensure cost-effectiveness and high-quality delivery of projects.
- Conducted competitor analysis and managed the full project lifecycle, from requirements and planning through delivery and evaluation.

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### Assistant Director, Digital Communications and Platforms

**Cancer Australia, Sydney, Australia** (February 2017 – January 2022) – [www.canceraustralia.gov.au](http://www.canceraustralia.gov.au)

**Australian Government agency dedicated to reducing the impact of cancer, addressing disparities, and improving outcomes through evidence-based interventions.**

Executive-level role providing strategic direction for all digital platforms, ensuring alignment with corporate objectives while driving innovation, audience engagement, and stakeholder collaboration.

- Directed the digital transformation of Cancer Australia's online presence, successfully redeveloping 48 websites to deliver a modern, user-focused experience aligned with strategic goals.
- Devised and launched an innovative, global-first online clinical diagnostic tool, recognised and promoted by the Department of Health.
- Delivered multi-channel digital strategies that increased campaign reach and audience engagement through compelling copy, targeted content, and social media initiatives.
- Managed the development of specialised digital platforms for distinct audiences, including a first-of-its-kind platform for Indigenous communities, to improve accessibility of critical health information.
- Improved inclusivity and accessibility of national websites through user journey mapping and accessibility standards across technical and content development.

- Enhanced website performance and engagement using analytics to optimise content, managing 12 national sites, and reviewing over 2,000 pages to maintain currency and relevance.
- Expanded reach with multilingual resources, interactive features, and accessibility tools such as Text-to-Speech and animated body maps receiving recognition from the European Commission.
- Ensured delivery quality by directing creative, content, and technical agencies, as well as contractors and internal teams, to deliver outcomes on time and within budget.
- Embedded digital best practice by developing a Digital Communications Manual on SharePoint, supporting continuous improvement and knowledge sharing across the agency.

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#### **Digital Marketing Executive**

**Fortytwo Telecommunications, Malta** (October 2015 – October 2016) – [www.fortytwo.com](http://www.fortytwo.com)

- Managed the company website and redeveloped content and messaging based on digital analytics.
- Directed all digital communications, writing content for the company blog and social media channels.
- Led strategic digital initiatives and marketing campaigns to enhance audience engagement.

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#### **Lead Analyst and Editor**

**Department of Health, United Kingdom** (November 2014 – May 2015) – <https://gov.uk>

- Directed the content redevelopment of the intranet, aligning copy with the new GOV.UK style guide.
- Coordinated editorial, oversaw the publishing schedule, and collaborated with subject matter experts.
- Edited and wrote topical articles to drive internal engagement and inform staff on key updates.
- Analysed traffic and usage data to inform the content strategy and platform improvements.

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#### **Web Content Manager**

**Family Planning New South Wales, Australia** (November 2013 – May 2014) – [www.fpnsw.org.au](http://www.fpnsw.org.au)

- Managed the online platform and developed the online strategy for a major site redevelopment.
- Designed a detailed SEO strategy and optimised content to drive traffic and enhance SERPs.
- Developed engaging content to attract new users and support fundraising initiatives.
- Conducted extensive competitor analysis and refined the Information Architecture (IA).

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#### **Senior Digital Producer**

**Optus, Australia** (January 2013 – November 2013) – [www.optus.com.au](http://www.optus.com.au)

- Led the development of the online experience for Optus Gurus' video channel across web and mobile.
- Managed a small team of producers as well as development and testing groups.
- Served as single point of contact for communication between all stakeholders across all project phases.
- Managed the relationships with both internal and external design teams to deliver optimal user experience.

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#### **Digital Manager**

**Australian Energy Marketing Operator, Australia** (March 2012 – October 2012) – [www.aemoservices.com.au](http://www.aemoservices.com.au)

- Managed the online platform and developed the online strategy for a major site redevelopment.
- Directed the implementation of a new online platform to deliver a superior user experience.
- Managed the redevelopment of the Information Architecture (IA) and content strategies.
- Created user workflows, content outlines, and taxonomy to support the platform redesign.
- Managed the migration schedule, trained staff and developed technical briefs for external developers.

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#### **Web Manager**

**Norton Rose Fulbright** (April 2011 – September 2011) – [www.nortonrosefulbright.com](http://www.nortonrosefulbright.com)

- Managed the web content as part of a global group for the Australian offices.
- Served as the Sitecore administrator and SME for the Asia-Pacific branch.
- Coordinated web communications to ensure accuracy and compliance with legislative requirements.
- Developed strategies and processes for campaign marketing using Oracle Eloqua.

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#### **Lead Digital Producer**

**Vodafone Australia** (February 2010 – February 2011) – [www.vodafone.com.au](http://www.vodafone.com.au)

- Managed the VHA online store and a team of junior producers to maximise usage and revenue.
- Worked closely with internal stakeholders and online sales to ensure delivery of strategic initiatives.

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#### **Web Coordinator**

**University of Technology (UTS) Australia** (October 2004 – February 2010) – [www.uts.edu.au](http://www.uts.edu.au)

- Coordinated the development and maintenance of the IT digital platform and new cross-faculty websites.