

Hayley Rodd

HEAD OF MARKETING
Wollongong



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EDUCATION AND QUALIFICATIONS

Bachelor of Arts,
Psychology
University of Wollongong

Bachelor of Business,
HR & Marketing
University of Wollongong

Master of Business
Administration (current)
Sydney Business School

CONTACT DETAILS

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AREA OF EXPERTISE

Hayley is an accomplished Marketing and Communications professional with a unique combination of proven skills in delivering strategic frameworks and hands-on experience.

She connects with people and cultivates effective relationships to deliver creative and valuable solutions for her organisation, audience and client. Hayley has honed these skills for more than eight years in the field of marketing and communications and is passionate about building strong brands and delivering and communicating value through creative strategies that guide marketing activities.

Throughout her career within the higher education and commercial property sector, Hayley has developed brands that resonate with her audience, conceptualised and delivered marketing and communication strategies that drive growth, executed inbound marketing solutions to drive prospect conversion and managed events of over 5,000 people.

PROFESIONAL ACCOMPLISHMENTS

- Leading the University of Wollongong's Innovation Campus rebrand, from inception through to execution
- Playing in integral role in launching SmartSpace, a co-working and serviced office space and achieving full occupancy within three months
- Working with music festival organisers, Yours & Owls to execute events, engaging over 20,000 people across three years
- Working with a team to achieve full occupancy of the University of Wollongong's commercial assets

- Co-founder of the Wollongong Siligong Marketing group, bringing together marketers, students, and entrepreneurs from across the region to learn and collaborate on marketing initiatives

AWARDS

Master of Business Administration
Scholarship
Australia – India MBA Exchange
Scholarship
University of Wollongong mentor & tutor of
the year

PROFESSIONAL AFFILIATIONS

Australian Marketing Institute
Mumbrella – Media and Marketing Institute
Junior Chamber International
Invest Wollongong
Siligong Valley