

# Marcus Anselm

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## Personal Profile

I am an experienced digital communicator with extensive writing, editing and information management skills. I thrive in team environments and always aim to support and motivate my colleagues.

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## Key Competencies

- Experience of web communications in complex organisations.
  - Sound knowledge of current web communication practices.
  - Demonstrated ability to create media-agnostic, responsive content for all digital devices using a wide range of content management systems.
  - Time management, project prioritisation and workflow organisation experience.
  - Experience with developing and implementing search engine optimisation strategies.
  - Wide range of writing experience, including news, technical, marketing and instructional.
  - Team environment, consultation and/or collaboration experience
  - New Zealand Government Web Standards familiarity and experience.
  - Knowledge of and commitment to the Treaty of Waitangi and equal employment and its application to the workplace.
  - Adherence to, and promotion, of occupational safety and health principles.
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## Career

### Web Content Management, Maritime New Zealand

(February 2016 - present)

- Social media management.
- Website content management.
- PHP, JavaScript, HTML and CSS.
- Email newsletter design and distribution.

### Freelance Digital Creation & Consultancy

(February 2015 – February 2016)

- Created websites and ecommerce applications for a range of customers.
- Social media management.
- Website design.
- PHP, JavaScript, HTML and CSS

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### Accident Compensation Corporation, Manager, Web Content,

(July 2012 – February 2015)

- Implemented Agile approach to content management.
- Led department culture improvement project.
- Created new online departmental procedures manual.
- Managed web analytics and trained team to access statistics.
- Introduced content ownership and management processes.
- Health & Safety committee member.

## Career (continued)

### Website Content Analyst, Accident Compensation Corporation (October 2008 – July 2012)

- 2009: Key responsibilities in project teams for ACC Online redevelopment, including [www.acc.co.nz](http://www.acc.co.nz) re-launch.
  - 2010 - 2012: Content, change and communications lead role in intranet redevelopment project.
  - 2011: Christchurch Earthquake response team member.
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### Online Editor, New Zealand Cricket (November 2005 - October 2008)

- Managed redevelopment and consolidation of organisation websites.
  - Led further transition of NZC's online portfolio of eight websites to updated platform and new supplier.
  - Introduced podcasts, audio and visual live streaming.
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### Press Association, UK (September 2000 – January 2005)

- **Deputy Editor, [www.premierleague.com](http://www.premierleague.com), June 2002 – January 2004:** Leadership role in editorial team for the official website of English Premier League football.
  - **Sub-editor/Reporter - [www.premierleague.com](http://www.premierleague.com), June 2002 – January 2004:** Content creation role in start-up phase of website, contributing to website launch and initial growth period.
  - **Press Association, UK, Sub-editor/Reporter (PA International), September 2000 – June 2002:** Night editor role for PA International World Sport Desk.
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## Education & Professional Development

<i>Year</i>	<i>Course Title</i>	<i>Certification</i>	<i>Provider</i>
2015	Diploma in Web Development	NZQA Level 6 Diploma	Yoobee School of Design
2014	Web Design Package	Completed	
	Accessible Content	Diploma in Accessible Web Content	Contented
2013	ITIL Foundation	ITIL Foundation	ITIL Australia/NZ
	Tikanga & Te Reo in the Public Sector	Certificate of Attendance	Victoria University of Wellington
	Prince2 Foundation	Prince2 Practitioner	APMG
	Agile Immersion	Certificate	Nomad8
2007	Introduction to Public Relations	Certificate	PRINZ
2001	Post-Graduate Diploma - Journalism	Diploma - National College of Training for Journalists	Sheffield College, Sheffield, UK
1998	Social and Political Studies	Bachelor of Arts	University of Sheffield, UK

## Volunteering

- Beervana 2015 Crew
- Committee positions at Victoria University Football Club (VUW AFC) 2010-2014.
- Organised Cancer Society fundraiser, Wellington, 2012.
- Organised 2011 VUW AFC Christchurch Earthquake Fundraiser.
- ACC Christchurch Earthquake emergency response team, 2011.

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References available on request.



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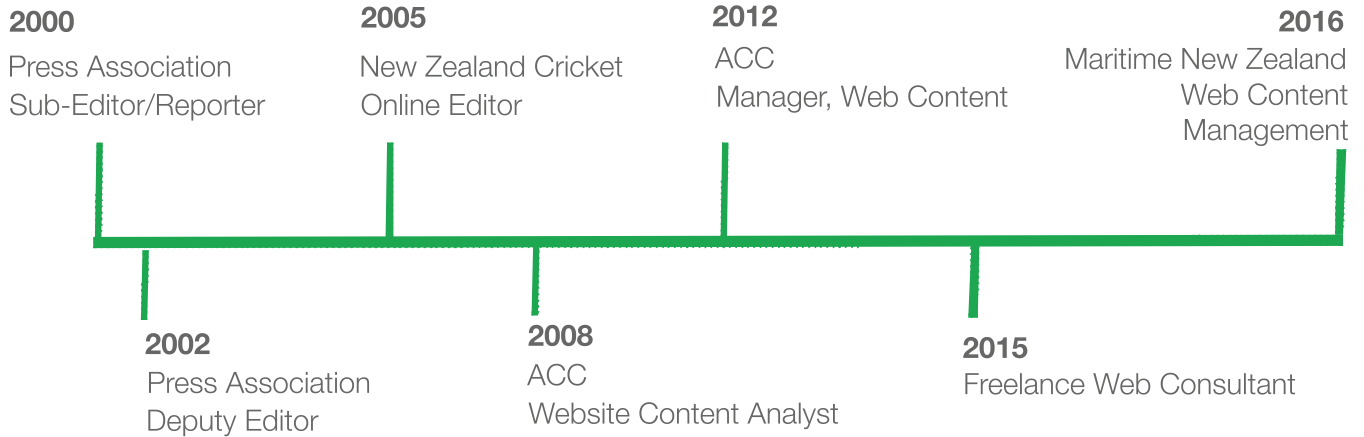


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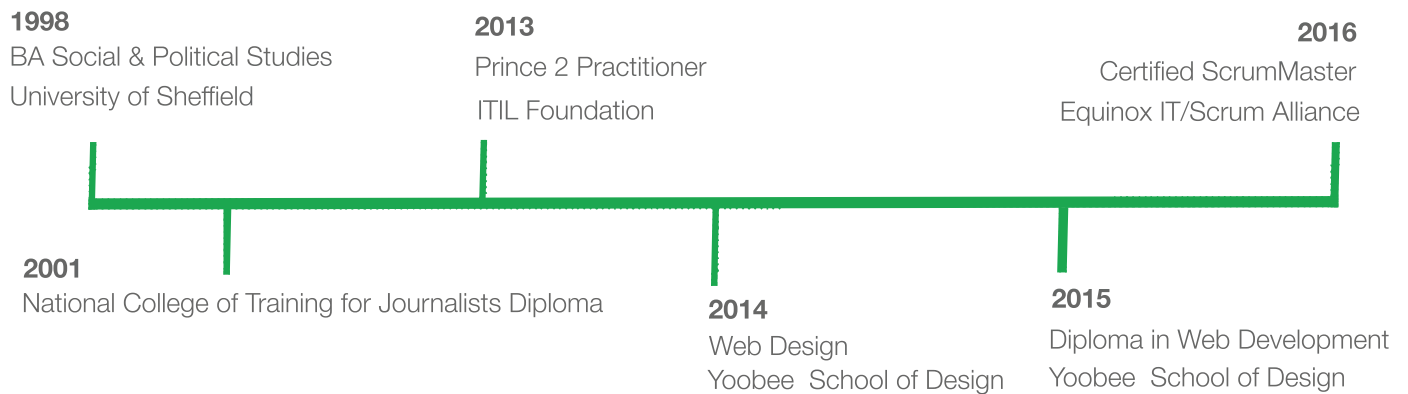


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## Career



## Education & professional development



## Projects

