

Brielle Woodrow

Supporting sustainable agribusiness through helping primary producers develop and maintain international markets

📞 0400 555 000
✉️ bwoodrow@email.com
in brielle-woodrow1
📍 Greater Sydney 2000

Astute agribusiness graduate focused on developing positive international trade and investment outcomes through innovation and education. Strong understanding of government processes and economic context of trade and investment. Targeting career pathways helping primary producers achieve sustainable growth and build food supply chains through diversification, product development and new markets. Values driven with a strong work ethic.

- 🌿 Skilled in connecting people with information and resources to maximise opportunities.
- 🌿 Known for building and maintaining effective and credible relationships in within government and business networks resulting in new business development.
- 🌿 Depth of experience in marketing management within the agribusiness industry.

Strengths

- 🌿 Client Relationship Development
- 🌿 Stakeholder Management
- 🌿 B2B + B2C Development
- 🌿 Market Analysis & Planning
- 🌿 Asia Market Export Network
- 🌿 Investment Attraction
- 🌿 Trade Show Coordination
- 🌿 Sales and Supply Growth
- 🌿 Event Management
- 🌿 Tender and Report Submission
- 🌿 International Trade Delegations
- 🌿 Training and Development

Workplace Experience

AgInvest Group – *Leading private international trade consultancy*

Assistant Trade Advisor | Sep 2021–Present

Hybrid role focused on facilitating knowledge sharing of international regulations and investment strategies for agribusiness trade with Southeast Asia.

- **Hosted four international inbound delegations** from the Association of Southeast Asian Nations region focused on health, education and agribusiness.
- **Developed educational webinar series** for target businesses interested in international expansion.
- **Prepared market reports for agribusiness category products** including growth projections.
- **Partnered with external consultants and advised clients** on customs and import regulations, product standards and certification requirements.

Western Sydney Council – *Local Government Area and host to future agribusiness precinct*

Intern, International Trade Advisory Group | Feb 2020–Jul 2020

Collaborated with Commonwealth and State government agencies to develop local markets and promote international investment in Local Government Area by international companies.

- **Researched programs offered by Austrade and NSW Global Trade and Investment** to connect local businesses with grants and international markets to expand their reach.
- **Contributed first hand primary production experience** to Western Sydney Aerotropolis Agribusiness Precinct Strategic Plan during state planning meetings.
- **Pivoted three planned industry events to new virtual platforms.** Provided information to over one hundred businesses on maintaining export to international markets during pandemic.

“Brielle proved herself an asset to the team as a skilled and informed communicator, able to network at all levels and with culturally diverse audiences.”

The Organic Produce Company – *Certified organic produce cooperative*

Export & National Business Development Manager |, Feb 2018–Nov 2019

Tasked with marketing certified organic produce from farms across Australia to domestic and international markets. Accountable to the Board for all major projects.

- **Developed export category of key product lines** into major Singapore, Malaysia and Hong Kong retailers under own brand through AusTrade partnerships. Mapped markets and designed product placement strategies in partnership with international stakeholders.
- **Established product launch strategy based on vertically integrated and transparent supply chain.** Included filming on farm, own brand packaging for domestic and international markets and social media.
- **Launched 12 new lines into major national retailer** through working with growers on production and branding initiatives.
- **Negotiated productive variation to brand guidelines** with largest distributor to enable consumer education through packaging.
- **Achieved 30% sales growth in year one** in key customer account, growth maintained in year two.



National Finalist for Women in Horticulture awarded by PMA and AUSVEG
Future of Agribusiness Scholarship awarded by Women in Leadership Australia

Ness Fresh Produce– *Family-owned certified organic produce farm and farmstand*

International Business Development Assistant |. Sep 2016–Jan 2018

Partnered with diverse stakeholders including directors, managers, growers, industry and customers to influence and position new and existing products domestically and internationally.

- **Collaborated with AusTrade** on international visits in Asia to explore promotional opportunities.
- **Launched targeted brand campaigns** from packaging to POS in Hong Kong yielding 35% growth.
- **Established four new lines** within major national retailer and independent retailers in Australia.
- **Edited new product labelling** and website for new product range for export to multiple markets.



Awarded Scholarship to commence Masterclass in Horticulture with University of Hobart

Volunteer Experience

Mentor | CSIRO - STEM Professionals in Schools, 2019–2021

Partnered with year 10-12 students to promote participation in immediate and future STEM opportunities.

Associate Member | National Organics for Export Industry Working Group, 2019–2020

Worked with industry leaders from across Australia to harmonise national voice for all producers & certifiers.

Languages

English – Native Proficiency

Mandarin – Professional Working Proficiency

Education

Master of Agribusiness | State University, 2021

Capstone project: “*Building sustainable international sales growth programs for small-scale fruit growers through product development targeting Asian markets*”, GPA: 6.15,

Masterclass in Horticultural Business | University of Hobart, 2019

Bachelor of Business | Western State University, 2018

Diploma of Marketing | Australian Institute of Management, 2015

Client Profile

Brielle was a focused and enthusiastic client who grew up in a rural setting surrounded by primary food production. She originally planned to work in Marketing before discovering a passion for international trade as a result of an early marketing role in her local community.

Brielle finished her Master of Agribusiness in 2021 and wanted to work for a specific trade organisation where she had contacts, but a hiring freeze during the pandemic meant that the agency was not recruiting when she graduated and entered the job market.

Once the target employer recommenced recruitment, Brielle wanted to position herself to apply for a position. Her long-term plan involved becoming an agriculture-focused Trade Advisor with an international posting.

Document Approach

Brielle wanted to leverage information from an internal contact who advised her to use an ATS-friendly layout, but to 'avoid be boring.'

Colour

Brielle requested the use of green to match work we had done in the graphic banner of her LinkedIn profile and referred to it as her 'signature colour.' Green is also part of the target employer's branding and logo.

Format

The document is in A4 format with Australian spelling, as relevant to the market.

Font

Core font DengXian, was chosen for clarity, with Lucinda Handwriting/Lucinda sans selected for the header font to help each section stand out. Bolding and font colour selections aim to make key content easily found during skimming. Underlining was used to indicate an employer website hyperlink.

Bullets

The use of three bullet styles aimed to add interest without detracting from content. Bullets from page 1 were used minimally on page 2 to tie the two pages together.

Lines

Lines were used to help the reader identify and navigate to key sections.

Work experience employer quote

Brielle had several quotes from workplace supervisors who provided outstanding feedback on her workplace participation. The quote selected aimed to showcase Brielle's exceptional interpersonal and communication skills.