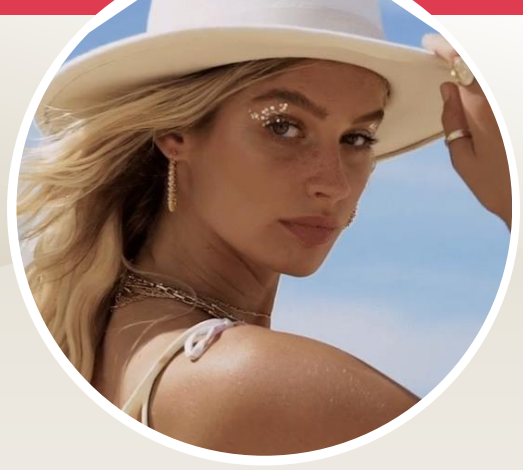


FIONA COCHRAN

VIDEO CONTENT PRODUCER

- FAST-FASHION RETAILERS
- GLOBAL ONLINE BRANDS
- OPEN TO NEW INDUSTRIES



"I helped BoHo outpace their closest competitors—driving traffic to 12-22% of revenue—through creating #top Google ranking 6- and 15-second YouTube campaigns. Working in a fast-paced environment, I repurposed video content at the click of a finger for multiple social platforms (Facebook, Instagram and YouTube)."

VIDEO CONTENT PRODUCER AND PHOTOGRAPHER ... who helped global fast-fashion empire—BoHo—raise revenue 65%, boost sales from email-based campaigns 20% and grow social media audience to 6M—across 100 countries globally. Credited for deep understanding of business and audience drivers and unique ability to sell "lifestyle" through visual story telling.

GRAPHIC DESIGNER ... who brings an arsenal of design tools to creative projects (B2B and B2C) including broad experience in Adobe multimedia and creativity software products. Strengths in researching and analysing market intelligence are complimented by an inherent capacity to transform ideas into high-impact design solutions that deliver high-ROI results.

"Fiona brings a creative nous to the table that simply can't be put into words. A creative GENIUS!"—Rachel, CEO, BoHo
"Not only is Fiona extremely talented technically and creatively but manages high pressure situations with a positive nature that is infectious to those around her." —Beverly, Creative Executive, BoHo

VALUE OFFERING

Digital Video Recording & Editing – Corporate Identity & Branding – Marketing Campaign Execution – Stakeholder Relations
Visual Communication & Story Telling – Texture & Composition – Target Audience Intelligence & Engagement Improvement
Colour Correction & Special Effects – Multi-Media Management – Digital Photo Capture & Retouching – Copyright Law
B2B & B2C Design – Cutting-Edge Technologies – Design Principles – Storyboard Creation – Fast-fashion Retail Sales

Technology & Productivity Tools

Adobe: Image Ready – Photoshop Lightroom – Photoshop Creative Suite 5 –InDesign – Illustrator – Acrobat Professional
Photography & Videography: Studio Work – Editing with IMovie – Final Cut Pro – Windows Movie Maker, Sony & Canon
Cameras, DJI Gimbals, BOSE Audio Recorders, Studio & Outdoor Lighting, Microphones & Props

PROFESSIONAL VIDEOGRAPHY EXPERIENCE

BOHO | SYDNEY, NSW | 2005–2020

Australia's leading global fashion company focussed on the next generation of young women. With over 5M followers across social, BoHo entertains, empowers, and inspires their community through diverse and optimistic fashion, storytelling, and experiences.

VIDEO CONTENT PRODUCER & MOTION GRAPHIC ARTIST

Rapidly progressed from part-time Intern to full-time Video Content Producer in just 8 months for one of Australia's biggest and fastest-growing online fashion retailers.

Leveraged strong expertise in video, motion graphics and photography to support BoHo's revenue and market expansion strategy. Grew BoHo's social media audience four-fold (from 2M to 8M)—across 100 countries globally—by leading the global fashion empire's videography and creative direction—with a focus on Facebook, YouTube, and Instagram platforms.

In this role as a hybrid of visual storyteller and engagement strategist, I played a key role in nearly tripling BoHo's income from \$30M (2017) to \$85M (2019)—breaking into the US market with its first store in LA—and launching multiple exclusive fashion ranges. Over 24 months, I directed an internationally acclaimed collection (200+) of fashion videos fuelled by robust social media campaigns across YouTube, Facebook, and Instagram.

Highlights & Impacts:

Earned free exposure for BoHo brand across Facebook platform (home to 3B daily active users), by producing the “Facebook selected” Clothes Swap video—featured and promoted in “Best Facebook Ad Examples.”

Aided customer satisfaction lift of 80%, online sales boost by 65% (\$10M) and helped save BoHo's reputation, by pioneering winning solution to “buy time” to rectify order dispatch shortfalls within warehouse due to back-end glitch through Easter, 2019—and a two-fold increase (1-2000+ per week) in customer enquiries/complaints received by customer service team.

- Won CEO buy-in and consumer trust, for rapid, high reach suggestion to produce and post a heartfelt “customer apology,” vlog across major social platforms—summarising order fulfillment bottleneck and rectification strategy.

True value that money can't buy. In 4 weeks, the video amassed 55K views on Facebook alone—and in 14 days order fulfillment returned to 100% and shoppers praised clarity. Rachel Bo's vlog was described by media as “Raw. Honest. Authentic.” and the CEO was lauded for delivering a masterclass in apologising for failure—that all entrepreneurs could learn from.

Doubled revenue raised (against same period in 2018) (from \$500K to \$1M) in BoHo's pop-up outlet at the annual Farella Valley Music and Arts in the Colorado Desert, USA, by challenging old ways with new and fresh ideas.

- Proposed and led the shift away from using still photographs for BoHo's social media marketing campaign for the Coachella festival toward the introduction of engaging videos across all channel banners and the BoHo website. Also inspired record engagement with BoHo's audience with American DJ, Chantel Jeffries as the face of the campaign.

A win-win cross-media marketing strategy. In less than 2 weeks of campaign launch—100% (50K) of BoHo's dresses for the Farella Valley Music and Arts festival were sold out—and some items had a 1K person wait list. By capitalising on Jeffries' (influencer and DJ) 4M followers, BoHo substantially expanded its reach into the US and Chantel's audience increased also.

Saved AUD \$55K for BoHo (over life of contract), by negotiating improved 3-year cross-promotional deal with music and sound Largies, enabling the continuance and legal production of over 100 videos per year.

- Led talks with senior leaders at Largies, rebuffing a large increase to annual membership fees to USD \$13K (from \$8K), by demonstrating potential for Largies to reach BoHo's 2.5M+ global audience via cross promotion.

The power of cross-promotion. The strategic partnership between BoHo and Largies was mutually beneficial.

Revived declining email-based campaigns across 10K+ audience to more than double reader action and boost revenue 20% (\$5M)—in just 2 weeks.

- Led a move away from using still photographs in email campaigns to embedding animated GIFs. Won buy-in from design team for proposal to convert footage from BoHo's “With Love from Australia” video into GIF images for email trial.

Email Direct Marketing Transformation. By adding elements of motion inside typically static emails, BoHo subscribers became more engaged and revenue increased. This low-cost, high-ROI formula continues to perform well.



Special Events & Launches:

WEDDING SHOP CAMPAIGN: Disrupted \$450M market with “Australian-first” bridal range featuring 6 gowns under \$250.
Facebook Engagement: 600K views, 2K reactions, 500+ comments and 152 shares—Posted 2019

PROM LOOK - HOLLYWOOD GLAM: Prom makeup tutorial - 4 easy DIY looks.
Facebook Engagement: 760K views, 1.3K reactions, 570+ comments—Posted 2018

VIDEO SHOWCASE PLUS-SIZE MODELS: Australian-first fast-fashion retailer celebrates different body shapes.
Facebook Engagement: 1.8M views, 7K reactions, 2K comments and 300 shares—Posted 2017

IF YOUR PHONE WAS A PERSON: Revenue generating brand awareness marketing campaign.
Facebook Engagement: 4.6M views, 22K reactions, 6K comments and 6.5K shares—Posted 2018

HOW TO TIE A WRAP DRESS: Top-ranked Google how-to video.
YouTube Engagement: 7M views—Posted 2018

ANNOYING THINGS THAT PEOPLE DO: The most successful brand awareness campaign produced in BoHo’s 15-year history.
Facebook Engagement: 7.3M views, 33K reactions, 5.6K comments and 3.6K shares—Posted 2017

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate of Lighting Intensive, *Australian Film Television & Radio School*
Bachelor of Creative Industry: Communication Design, *Queensland University of Technology (QUT)*
Distinctions Photographic Media, Drawing & Multimedia Technology
Diploma of Graphic Design: Multimedia and Advertising, *Martin College Brisbane*
Adobe Illustrator Essentials | Adobe Indesign Essentials

TESTIMONIALS

“I had the pleasure of working closely with Fiona at BoHo ... she works hard on all of her creations and produced some show-stopping content for the brand. She is a master at her craft.
—Gemima, Creative Manager, BoHo

Resume Strategy:

Fiona was a very passionate and colourful client who loved the art of design and the fashion industry. This enthusiasm flowed through her work as she helped BoHo increase their revenue, customer base and brand reputation. In fact, Fiona played a big part in repairing BoHo's tarnished reputation after a back-end warehouse glitch caused fury and mistrust among their customer base, through an innovative video she produced. Fiona's employment was impacted by Covid-19 and she wanted to continue within the fashion industry while being open to other opportunities.

It was important to Fiona that her unique personality and ability shone through her resume and it was critical to me that the content and design complimented each other. Fiona had achieved a lot in her time with BoHo and I worked hard to ensure her results stood out to her readers. I included some of her latest designs throughout her resume along with a soft, yet professional colour scheme that also matched her target company's branding.

Fiona managed to create an opportunity (where there wasn't one previously!) with her dream company and is very happy in her new partially remote role.

I considered colour combinations, font size, line spacing and design elements very carefully and maximised white space throughout to make reading and skimming easy for diverse readers.

Please Note: This resume was written for the Australian market; therefore, spelling, dates, and acronyms, are in line with relevant standards. The format was kept at A4 sizing (in compliance with 2020 TORI requirements), and content has been fictionalised to protect client privacy.