Alex Rudzinski

Brand / Marketing / Content

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PROFILE

I am a marketing leader with nearly 20 years of experience across New Zealand, Australia and the UK, with a strong background in tourism and travel.

I have led brand, content, social and partnership marketing for domestic and international audiences, including China, the US, the UK, Australia, Korea and Japan.

I am commercially focused, with experience delivering annual ticket revenue targets of $3 million to $5 million, and I enjoy staying close to the work while leading the team.

I have led teams of up to 16 and managed budgets of up to $1.5 million.

EXPERIENCE

Head of Digital & Content

Cancer Council Australia | May 2026 - Present (Contract)

- Responsible for the core digital and content properties for Cancer Council Australia including cancer.org, cancer connect, iheard, bowel screening and end the trend.
- Lead a specialist digital and content team of 12, grown from 8, across UX and UI, search, content, design, performance and strategy, and lead social media strategy across Facebook, Instagram, LinkedIn, TikTok and Reddit.
- Led the digital delivery of two national campaigns. Bowel Screening reached 73,000 kit sign ups, up 34% on the previous year, and End the Trend reached almost 52% of Australians aged 18 to 30.
- Led Cancer Connect and 13 11 20 into steady state, creating a single source of cancer information across Cancer Council through new content management frameworks and workflows serving millions of visits each year.
- Delivered the Optimal Care Pathways platform on Optimizely, turning over 30 printed clinical guidance documents into a digital experience that gives healthcare professionals more specific, patient relevant cancer information.
- Lead Cancer Council's AI working group, introducing tools that improve content visibility in search, analyse audience sentiment and speed up content production.

Head of Brand & Marketing

Australian National Maritime Museum | Jul 2022 - May 2026

- Led integrated marketing for major exhibitions and programmes, including Ocean Photographer of the Year, Valerie Taylor An Underwater Life and Summer at the Sea Museum.
- Summer at the Sea Museum became the highest selling summer programme in the museum's history, beating its revenue target by more than $80,000, and its hero video reached 1.3 million views.
- Grew the marketing function from one contract role to a team of five across tourism, social media, growth and content, winning the Director's Award for highest performing team in 2025. Introduced Salesforce, HubSpot and generative AI tools to improve how the team works.
- Introduced new audience segments that raised NPS from 87% to 96% during peak summer programming.
- Secured partnerships with Destination NSW, Tourism Australia and the Darling Harbour Alliance, driving an extra 100,000 referral visits to the museum website.
- Built reporting and executive dashboards showing marketing return, securing board backing to grow the annual budget from $750,000 to $1,000,000 over three years.

CORE COMPETENCIES

Digital Strategy & Product

Digital Strategy & Roadmaps

Digital Product Ownership

Agile Delivery & Sprints

Investment Prioritisation

Customer Experience

Human Centred Design

User Research & Testing

Accessibility (WCAG)

Personalisation & Customer Journeys

Data, AI & Platforms

Behavioural Analytics & GA4

AI Strategy & Governance

CRM & Marketing Automation

Optimizely, Salesforce & HubSpot

Leadership & Commercial

Multidisciplinary Team Leadership

Vendor & Agency Management

Budget & Benefits Tracking

Executive Stakeholder Management

EDUCATION

University of Manchester BA (Hons) Media : Marketing

Sep 2004 — Jun 2007
Classification (1st)

REFERENCES

Michael Baldwin
National Maritime Museum
Details on request

Megan McSweeney
Auckland Museum
Details on request

Shelley Watson
Auckland Unlimited
Details on request

Head of Digital, Content & Channels

Tātaki Auckland Unlimited | Aug 2019 - Jul 2022

- Led marketing for signature regional programmes, including Elemental, the Auckland Pasifika Festival and Auckland is Calling, a twice yearly tourism campaign for domestic and international markets. Auckland is Calling achieved close to 3 million video views and 52,000 website clicks on a $250,000 budget, and Elemental achieved record attendance.
- Set and ran the paid media strategy across search, social, programmatic and display, managing budgets above $100,000 a month against cost of acquisition.
- Built and optimised key digital properties, including *Auckland Live* and *AucklandNZ*, driving a 20% increase in online visitation to over 1,000,000 annual visits.
- Accountable for the primary digital channels across an ecosystem serving 1.5 million global users, increasing total follower counts by an average of 18% annually on Meta and TikTok.
- Led the digital, content and channels function through team leads across performance, analytics, production, UX and content, growing the team from four to 16.
- Oversaw resource allocation and budget management across 50 organisation wide business cases and technology rollouts managing up to $1,500,000.

Digital Marketing Manager

Auckland Museum | Jun 2015 — Aug 2019

- Led the digital marketing and content function, growing social media followers from under 5,000 to over 70,000. Created campaigns for major exhibitions including Volume, Pou Kanohi and Night at Auckland Museum, achieving record attendance and sold out nights.
- Developed Volume: Museum Live Sessions with an external creative agency and partners Spark and Warner Music Group. The series was broadcast on music television and YouTube.
- Worked with commercial teams on targeted campaigns for venue hire and retail, growing the museum's profile as a destination.
- Used Tessitura CRM data with front of house teams to refine audience segments, lowering cost per engagement and lifting visitation.

Digital Manager

Little Giant (Isobar NZ) | Jun 2014 — Jun 2015

- Led digital strategy and product development for clients including Hyundai, ASB, PGG Wrightson, KiwiRail and Kea New Zealand.
- Built the product function and new production workflows across creative, design and development teams.

Digital Marketing Manager

Guardian Media Group | Sep 2012 — Dec 2013

- Led national digital campaigns for major commercial partners, managing a team of designers and developers building interactive products and branded content.

Digital Account Manager

British Council Brand & Design Agency | Mar 2007 — Mar 2012

- Managed client relationships and digital campaign delivery across a portfolio of brand and design accounts.

Oxjam Festival Manager

Oxfam International | Jun 2012 — Sep 2012 | Volunteer

- Led strategy and marketing for a nationwide charity fundraising festival, working with volunteer networks and creative partners.