

# Marie Skrodzki

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Marie is the Marketing Manager within Nexia Edwards Marshall.



Scan the QR code to download Marie's digital business card.

Marie strives to ensure that any digital initiatives integrate with her clients' overarching corporate strategy, particularly through supporting an organisation's strategic intent. Due to her accounting background she emphasises the importance of measuring the return on investment and on finding solutions which drive real results.

Marie is a Director and Chair of the Marketing and Technology Committee of the Norwood Football Club. Marie is also a Director of YMCA South Australia. She has extensive experience in governance having been a former Elected Member of the City of Campbelltown.

### Expertise

- Marketing
- Digital Strategy
- Social Media

### Formal Qualifications

- Bachelor of Commerce (Accounting and Marketing), University of Adelaide
- Associate Member, Australian Marketing Institute

## Why Nexia Edwards Marshall



### A culture of success

We hire a diverse range of individuals for their ability to ask the right questions, listen actively and analyse deeply to spot missed opportunities.



### We'll get you there

We're a top 20 global network, already on the ground in over 120 countries, and have offices in every mainland state and territory in Australia.



### The specialists you need

We offer over 30 sector and service specialties, from property and construction, healthcare, professional services and many more.



### Ready for what's next

We equip our team with the vital skills to thrive in tomorrow's world, so we can guide you to success, no matter what this looks like.

## Experience

With a sharp focus on developing solid, successful strategies to enhance clients' online presence, Marie constantly researches the rapidly changing digital domain to identify current trends and best practice. As her knowledge expands, so do her clients' businesses.

Assignment	Process and outcome
<p>Provide support and strategic advice to clients with existing marketing personnel looking to maximise their online presence.</p>	<p>Marie makes expert assessments of online aspects of business initiatives and day-to-day operations. Her extensive knowledge and experience enable her to develop ideas, provide alternative solutions – or outline possible risks – so a well-informed decision can be made.</p>
<p>Manage clients' online presence, including website, social media and email marketing.</p>	<p>Marie works with businesses to develop a solid strategy that reflects their brand and objectives. The clients save time and resources by outsourcing their online 'face' to experts who can ensure they are successfully connecting with their audience. Accountability is crucial when outsourcing, so clients are updated regularly to prove their online presence is working successfully. Under this model, clients can choose how much, or how little, they want to be involved.</p>
<p>Report to clients on their online presence and provide recommendations.</p>	<p>Marie's accounting experience means her clients receive top-quality reporting and analytics to measure the success of their online presence, as well as recommendations on ways to be even more successful. She emphasises to all clients that they should dedicate resources only to online activities that are providing value for money.</p>

