

Liane MORRIS

WORDS & IDEAS



CONTACT

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EDUCATION

- AUSTRALIAN WRITERS CENTRE
- BACHELOR OF ARTS - UNIVERSITY OF NEWCASTLE
- ARTS & ENTERTAINMENT MARKETING - APM COLLEGE OF BUSINESS & COMMUNICATIONS

KEY SKILLS

Writing
Publicity
Marketing
Relationship Management
Events

SOCIAL

- f @LianeMorrisWordsandIdeas
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I am a communications and project management specialist with a background in senior marketing, copywriting, publicity, sponsorship & events across arts, entertainment and media. I'm a features writer for InTouch, Your Hunter Valley & Wine&Dine magazines. I work freelance, servicing varied clients across the creative and arts industries, festivals and events, women led businesses, projects that support youth and anything that resonates with me. I'm a storyteller and truth speaker who is quirky, creative & passionate.

A FEW CURRENT & PAST CLIENTS:

Hunter Young Business Mind Awards www.ybma.com.au/
Newcastle Fringe Festival www.newcastlefringe.com.au
Dawson's Oysters www.dawsonsoysters.com.au
Walkom Real Estate www.walkom.com.au
InTouch Magazine www.intouchmagazine.com.au
Your Hunter Valley Magazine www.yourhuntervalley.com.au
The Organising Project www.theorganisingproject.com.au
Colour Palette www.colourpalette.com.au
Beaconworth Digital www.beaconworth.com.au
Carillion Wines www.carillionwines.com.au
Briar Ridge www.briarridge.com.au
NiCar Consulting www.nicarconsulting.com.au/
Jaegersoft www.jaegersoft.com.au
Creative Queen Bees www.creativequeenbees.com

PREVIOUS EXPERIENCE

Hunter Young Business Minds Awards - Project Manager, April 23 - Present
Newcastle Fringe Festival - Publicist & Judge, Dec 22 - April 23
Newcastle Fringe Festival - Vice Chair Board, Marketing, Publicity Partnerships 2019-2022
Hunter Breast Cancer Foundation - Foundation Mgr, contract 2019
Riverside Theatres - Marketing Manager, Sponsorship & Development Manager, Contracted Blogger & Marketing Projects from 2004 to 2018
Canberra Glassworks - Marketing Manager & Publicist 2011- 2012
University of NSW Union - Senior Marketing Manager 2002 - 2003
ABC Classic FM - Marketing Manager & Publicist 2001 - 2002
Sydney Symphony - Marketing Manager 2000 - 2001

ACHIEVEMENTS

Newcastle Fringe Festival - have put it on the map - audience increase 650+%, strong local media coverage including cover stories, secured new partnerships.
Children's Book Council of Australia Book Week event - Stories After Dark had over 170 children+ families in attendance at Newcastle Library. Secured strong media coverage.
Hunter Breast Cancer Foundation - Secured strong media coverage including TV, secured grant, ran fundraising event raising \$22,000.
Canberra Glassworks - Won industry category in ACT Tourism Awards, secured national media coverage inc. TV, created 12pg educational supplement for Canberra Times.
Riverside Theatres - inaugurated Get on Stage fundraiser raising \$36K in 1st year, secured \$208K in cash sponsorships over 3 year period, marketed Big Laugh Comedy Festival, The Goodies national tour & subscription season all at once.



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PROJECT MANAGEMENT & EVENTS

Hunter Young Business Minds Awards

Hunter Young Business Mind Awards www.ybma.com.au/ aims to bring NextGen leaders together with the business community, encouraging innovation and entrepreneurship in young people under the age of 25.

Project Manager contract for 100 hours April to December 23

Scope includes redefining awards, securing sponsorship, marketing, publicity, competition management and event logistics.

Newcastle Fringe Festival

Newcastle Fringe Festival www.newcastlefringe.com.au brings emerging performing artists to Newcastle stages for 2 weeks every March.

Vice Chair Board Director, Marketing, Publicity, Partnerships, Artist Liaison & Event Logistics 2019 to 2022

Contracted Publicist & Judge 2023 festival

Audience sizes grew from 600 to over 5000 during my period of involvement, media coverage was extensive & included NBN television, sponsorship doubled.

Hunter Breast Cancer Foundation

HBCF supports Hunter women and their families through the experience of breast cancer with services including private transport, house cleaning and lawn maintenance, scholarships and wellness programs.

Contract Position to run the annual High Tea Fundraiser event 2019

Secured sponsors & partners, marketing, event logistics including venue liaison, food & beverage, fundraising activities. Raised \$22,000.

Childrens Book Council Australia

CBCA Newcastle runs the annual Bookweek event for the local schools in conjunction with local authors and illustrators.

Vice President of CBCA Newcastle 2018

Developed local Bookweek event, Stories After Dark and were the first to ever hold an after hours event in Newcastle Library for children and their families. I was involved in conceptualising the event, planning, marketing, crowd control, photography, event logistics.

Other Events

I have a broad and long experience in running events throughout my career. Other events I have worked on include:

Canberra Glassworks 5th Birthday Celebrations in 2012

NSW Governor's Dinner, Riverside Theatres 2010

Get on Stage Fundraiser for Workshops in the Arts with Disabilities at Riverside Theatres in 2010

Opening Night VIP Program Riverside Theatres 2004 to 2010

EVENT SKILLS

- Conceptualising
- Planning
- Creative Direction
- Sponsorship
- Partnerships
- Marketing
- Websites
- Social Media
- Copywriting
- Publicity
- Entertainment
- Event Design
- Venue Procurement
- Venue Liaison
- Food & Beverage
- Fundraising
- Crowd Control
- Volunteer Management
- Venue Setup
- Photography
- MC/Speaker
- Event Follow Up

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SERVICES

Words & Ideas are what I do best, closely followed by 'getting stuff done'.

With my background as a senior marketing manager, I am well placed to write meaningful content that will build brands and drive customer engagement for my clients. I'm a professional copywriter and marketing specialist with the academic qualifications to back that up.

WALKOM REAL ESTATE

Current client, Walkom Real Estate, hires me to write blogs and newsletters on a monthly basis as well as one off projects such as presentation documents. See <https://www.walkom.com.au/blog/>

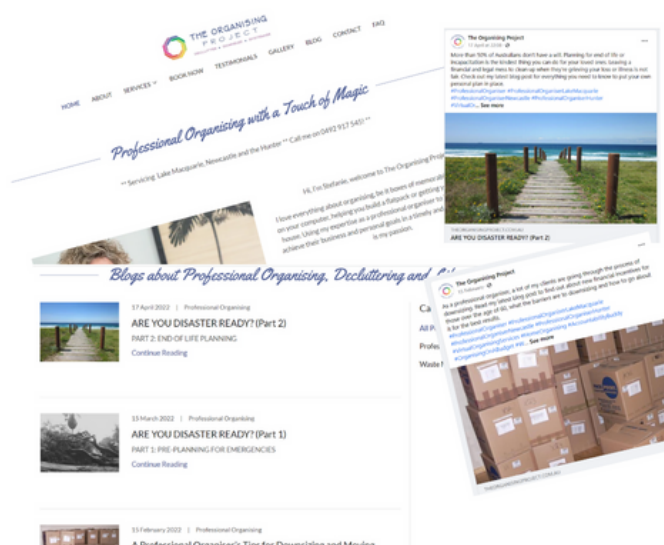


CONTENT FOR:

- Blogs
- Newsletters
- Websites
- Tag Lines
- Social Media
- Press Releases
- Marketing Collateral
- Proposals
- Advertising
- Scripts
- Ebooks
- Articles

THE ORGANISING PROJECT

Professional organiser, Stefanie King of The Organising Project hired me to rewrite her website and work with her year round to write her blogs, newsletters and social media posts. See <https://theorganisingproject.com.au/blog>



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HOW CAN I HELP?

Words and Ideas are my thing but how does that help you in your business?

As a writer, I spend all day every day crafting the best words to communicate the key messages of my clients, whether they be solo entrepreneurs, small to medium-sized businesses, agencies and their clients, performers, authors, magazines, festivals or events.

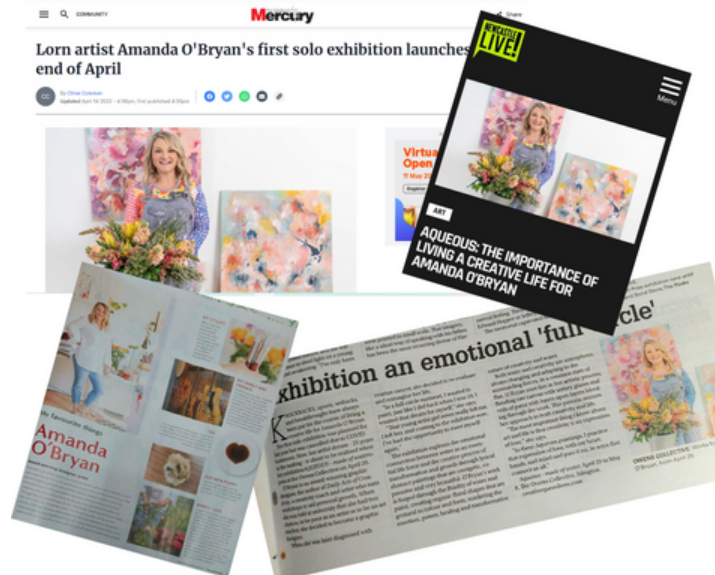
As an experienced marketer and publicist, I understand how to reach your target audience and improve your customer engagement.

AN EXTRA BRAIN ON YOUR TEAM

- Copywriting
- Marketing Strategy
- Project Management
- Mentoring Marketing Staff
- Local Publicity

CREATIVE QUEEN BEE AMANDA O'BRYAN

Amanda O'Bryan is an artist and businesswoman who hired me to publicise her first solo exhibition and to assist with writing her artist statement. Publicity achieved included The Newcastle Herald, The Newcastle Weekly, Intouch Magazine, Newcastle Live, The Maitland Mercury.



NEWCASTLE FRINGE FESTIVAL

3 years on the board of the Newcastle Fringe Festival - managing all aspects of marketing, publicity, sponsorship & partnerships. Ticket sales went from 800 to 4,500 in 2022. I was the voice and the face of the festival, wrote every item of marketing collateral, including digital, secured every partnership and press story including NBN news.



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LONGFORM COPY

I specialise in longform organic copy . As a natural born story teller with an insatiable curiosity for what makes people tick, my favourite thing is to craft stories - whether that's for your business or for a magazine.

TESTIMONIALS

Liane is a pleasure to work with; professional, responsive, insightful, and constructive. She goes over and above to meet the brief and her communication skills are second to none.

Jaclyn Smith, Owner, Briar Ridge

Liane is the true definition of a wordsmith, She took the time to get to know me, learn about my business through thorough research and even more importantly she listened. Liane has the magic touch when it comes to formulating the words to deliver a clear picture of the subject, she is definitely my go to person.

Nicky Carroll, Owner, NiCar Consulting

PARTNER BUSINESSES

I partner with businesses that complement the services I offer including SEO specialists, website designers, graphic designers and digital media experts. This gives my clients the benefit of full service capacity.

JOURNALIST FOR INTOUCH & YOUR HUNTER VALLEY MAGAZINES

I write the cover stories for both Intouch and Your Hunter Valley Magazines every month. This means I have lots of experience interviewing people and crafting stories to engage readers.



YOUR BUSINESS PARTNER

When you work with me, I make it my mission to take your comms to the next level. Your success is my success. I'm your short-term business partner and that extra brain you need on your team.

Let's kick your copy into shape – contact me today for a free discussion and a quote.

Liane