

# ABBEY MOORE

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## CAREER PROFILE

Creative digital marketing and content professional with expertise in content strategy, storytelling, and multi-channel campaign delivery across web, social, and email. Skilled in crafting engaging, insight-led content that builds connection, drives engagement, and strengthens brand presence. Collaborates confidently across teams and agencies to bring ideas to life through thoughtful design, UX, and optimisation.

## AREAS OF EXPERTISE

- Digital content strategy, planning and content calendar management
- Brand storytelling across multiple digital touchpoints
- Creative concept development, graphic design, copywriting and editing
- UX, SEO optimisation, content personalisation
- Project management and stakeholder management
- Analytical and organised, innovative and creative problem solver
- Adobe Creative Cloud – Photoshop, Illustrator, InDesign, Premiere
- Salesforce Marketing Cloud, Trello, Wix, Wordpress and MS Office/365

## PROFESSIONAL EXPERIENCE

**GLOBAL DIGITAL CONTENT MANAGER, PENFOLDS**  
Treasury Wine Estates

Oct 2022 – Oct 2025

Led creative and strategic direction of Penfolds global digital content across Australia, the US and EMEA, elevating brand storytelling across web, social, and email. Developed innovative strategies to position Penfolds as a global luxury icon, optimising UX, SEO, and compliance across all touchpoints.

### Key Responsibilities

- Partnering cross-functionally with brand marketing, IT, CRM, legal and other stakeholders I used data-driven insights and A/B testing to optimise brand storytelling, user experience and content workflows.
- Planned for and strategised content for the eCommerce Marketing Calendars across multiple brands, ensuring strong stakeholder collaboration and fit-for-purpose promotional content.
- Created, edited and ensured excellence across an average of 70+ content pieces per month – including promotional and marketing eDMs, lifecycle journeys, SEO optimised web content and articles, organic and paid social media, and printed collateral.
- Managed a high-performing content team, coordinated with freelancers and agencies to deliver work that met both brand and business objectives.

### Achievements

- Increased sessions (+75.5%), new users (+163.9%) and total revenue (+34.6%) on Penfolds.com through the use of SEO optimisation and enriched content over FY25.
- Increased traffic to key pages onsite such as Gifting (+745.8%), Experiences (+176.7%) and Wines (+105.8%) over FY25 on Penfolds.com via the use of below the fold content and SEO optimisation.
- Used targeted personalisation and segmentation with the CRM team to drive a CTOR increase on eDM sends of +25%, while AOV also increased +27.9% over FY25.
- Delivered over 7.5 million eDM sends globally for Penfolds.com each FY.
- Achieved buy-in from senior leaders and colleagues to develop and roll out web accessibility training for our digital teams – resulting in 20+ people becoming qualified in W3C.

- Designed and implemented new email marketing templates for Wynns Coonawarra Estate using Salesforce Marketing Cloud and in collaboration with IT.
- Guided my team through multiple restructures and changes, leading with empathy and open communication.

## DESIGN EXECUTIVE

Aug 2020 – Oct 2022

### Treasury Wine Estates

Responsible for concepting and producing high-quality creative across eDMs, websites, and social channels for Penfolds, CellarDoor.co and other luxury wine brands.

#### Key Responsibilities

- Art direction and creative campaign planning for key sales periods such as 12 Days of Christmas, Penfolds Luxury Release, Wine Fairs and Fine Wine Weeks.
- Collaborating with marketing, brand and events teams to ensure design alignment and campaign consistency.
- Supporting the DTC strategic plan through test and learn creative initiatives, optimising layouts and messaging hierarchy to improve results.
- Developing video content for CellarDoor.co – scripting, filming, editing and uploading to site.
- Mentoring a junior graphic designer.

#### Achievements

- Improved on the FY20 average open and click through rates for eDMs across consumer and branded clubs for FY21. This was achieved by the premiumisation of content for branded clubs to better align with each brand's look and feel, and simplifying sales messaging/CTAs across DTC.
- Launched a new workflow management tool to better streamline our briefing and project management. This resulted in less email traffic and improved outcomes from a more prescriptive briefing process.

## eDM PRODUCER

July 2019 – Aug 2020

### Treasury Wine Estates

Designed and built digital creative including emails, banners, and motion content across multiple premium brands using Salesforce Marketing Cloud and Adobe Creative Cloud.

#### Key Responsibilities

- Digital art direction and graphic design for nine luxury wine brands and our staff, family and friends site, CellarDoor.co across eDMs, web and social.
- Collaborating with copywriters, external freelancers and internal stakeholders to deliver personalised, dynamic content via Salesforce.
- Building and testing approx 10 eDMs per week using Salesforce Marketing Cloud.
- Building relationships with winemakers, marketing, luxury sales and IT teams.

#### Achievements

- Designed high-performing creative for the roll-out of CellarDoor Unlocked, our loyalty programme.
- Championed change and refreshed all email marketing templates and style guides for a modern and fit for purpose look.
- Assisted in the replatforming of several brands onto Salesforce Commerce Cloud.

## COMMUNICATIONS COORDINATOR

Sept 2018 – July 2019

### Coles Liquor

In this hybrid communications and creative role, I delivered high-quality visual content, copywriting, and internal communications across multiple liquor retail brands, supporting engagement, learning, and brand cohesion.

## Key Responsibilities

- Designed and produced visual and written content for internal communications and the Serve Up staff training platform, including banners, GIFs, videos, and articles.
- Scripted, filmed and edited videos for both Executive messages and staff training modules.
- Revamped the monthly Communications Planner distributed to 900+ stores, improving clarity and engagement.
- Created and distributed newsletters and campaigns, coordinating content across stakeholders.
- Developed event branding and collateral for company conferences and in-office activations.

## Achievements

- Led creative development of the BeeSAFE campaign, rolled out nationally to improve store safety engagement.
- Drove a visual realignment project across central operations, lifting brand consistency across four retail banners.
- Boosted engagement on the Serve Up platform through fresh creative and interactive learning content.
- Recognised for transforming the Communications Planner into an essential, well-designed operational tool.

## LEAD DESIGNER

2012 – 2018

### Signbiz (NZ)

Specialised in brand design, signage, and vehicle graphics for large-scale corporate clients. I led creative direction, client management, and project delivery across three national offices. I managed the full creative process from brief to production, including print coordination, supplier management and customer service.

## Achievements

- Awarded Silver Medal – NZ Sign & Display Awards 2017, Digitally Printed Vehicle Graphic Design.

## EDUCATION AND QUALIFICATIONS

### CPIT

Bachelor of Design (Visual Communication)

2009 – 2011

### Natcoll

Diploma of Computer Graphic Design

2008

### Wine & Spirit Education Trust

WSET Level 1 and 2

2023

### World Wide Web Consortium (W3C)

Introduction to Web Accessibility

2023

## REFERENCES

References are available upon request.