

Miranda Freeman

Content Marketing Leader with 15+ years of experience across global ANZ, UK and US markets.
A demonstrated ability to navigate complex stakeholder environments while producing dynamic content, integrated marketing campaigns and branded projects for SMB to enterprise clients.

Contact information

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Sydney, AU

Competencies

Content Strategy: Builds scalable, multi-channel content programs and branded projects from the ground up that are aligned with the user journey, SEO and commercial goals. Oversees end-to-end production for global brands.

Commercial Video & Audio Production: Directs large-scale video and high-impact podcasts from concept and pre-production through to post-production and distribution.

Product Marketing: Creates engaging product collateral and launch campaigns to drive client adoption, retention, and engagement through videos, landing pages, and nurture sequences.

Demand Generation: Executes performance marketing, cross-platform outreach, and high-converting email nurture strategies that consistently outperform industry benchmarks.

Brand Messaging: Develops value propositions, capability statements, messaging matrices, and persona workshops while leading in-person client strategy workshops.

Event Marketing: Plans and executes physical and virtual event logistics, trade shows, and major high-profile awards programs.

Leadership & Agency Management: Manages high-performing in-house content agencies and cross-functional teams (onsite and remote), overseeing complex budgeting, scheduling, and multi-brand execution.

Career Experience

Content Marketing Director

Pinstripe Media / Private Media
Sydney, AU (Full-Time, Maternity Cover)
Nov 2025 - current

Sydney's premier content marketing and media agency.

Led the in-house content marketing agency, managing end-to-end delivery of commercial campaigns, rich content assets, and bespoke branded projects for 20+ tier-one clients including Vodafone, Dell, EY, BDO, Microsoft, Austrade, Prospa, Deel, Fresha and Pernod Ricard.

Spearheaded ground-up content strategies, multi-channel scheduling, budgeting, and close client collaboration while managing all logistical workflows for commercial video, photography, and cross-platform asset creation.

Key achievements

Brand new podcast launch

- Conceptualised and delivered brand new podcast series for Vodafone Business: *Unfinished Business* hosted by entrepreneur Anaita Sarkar.
- Managed full-lifecycle pre-production (talent sourcing including Airtasker and Kogan, call sheets, venue, set design, camera crew, scripting) through to post-production (editing, show notes, distribution, content promotion, paid partnerships, and branded copywriting.)
- Achieved a consistent 30% increase in listeners per monthly episode.

Live/hybrid event production

- Coordinated and planned physical corporate premium activations and events, such as Dell AI workshops.

Large-scale commercial video

- Produced and directed numerous high-profile commercial video productions for top-tier clients, including:
- **On-Location Filming:** Led a national multi-city filming tour across Australia to interview, film, and profile 24 EY Entrepreneur of the Year finalists. Delivered scripting, call sheets, talent logistics and coordination, storyboards and paper edits.
- **Studio Filming:** Led a studio recording of 12 in-house brands to film branded video content for their annual conference, coordinating talent and film crew over two days as producer.
- **Hybrid Webinars:** Produced live hybrid broadcast webinars and thought-leadership sessions for clients including Dell, Vodafone, Russell Investments and BDO, managing live run-of-shows, panel discussions, and technical streaming workflows.

Head of Marketing

Trendspek
Sydney, AU (Full-Time)
Apr 2023 - Nov 2025

A leading 3D software for infrastructure and property.

Led all Marketing activities for a growing scaleup based in Sydney and managed a small team of direct reports including a Marketing Coordinator, Graphic Designer and Website Developer.

Increased leads by over 200% and social engagement by over 300%+ within a year, delivering a content-rich marketing strategy and regular schedule of clickworthy campaigns, webinars, case studies, thought leadership, product releases, videos, playbooks and lead magnets.

Key achievements

↑ 226% more leads YOY

- Increased lead gen by 226.63% from 2024-25 by publishing a series of rich gated resources, targeted at different audiences and boosted via LinkedIn advertising.
- Increased social engagement by 322% from 2024-25 by expanding the monthly content engine to multiple formats, including PDFs, YouTube videos and Shorts, paid ads, thought leadership and co-marketing posts.

↑ 20% avg. open rate

- Consistently achieved above industry average (18%) for newsletter open rates through personalisation segments .

High-impact virtual events

- Facilitated high-impact live webinars in partnership with leading clients such as Cenovus Energy, 3rd largest energy supplier in Canada.
- Attracted over 100 registrations and managed end-to-end production, including run sheets, logistics, dry runs, presentation decks and talking points.

↑ 107% more traffic YOY

- Increased organic traffic by 107.2% from 2023-24 by introducing a 12-month calendar of search-optimised blogs and case studies, featuring leading clients.



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Technical Expertise

CMS/CRM WordPress, HubSpot, Intercom, Webflow, klaviyo, shopify, storyblok, Adobe Experience Manager, SANITY, WIX

Email HubSpot, Intercom, mailchimp, klaviyo

Planning Notion, Jira, asana, monday.com, HubSpot

Paid/CPC Google Ads, LinkedIn ads, Meta Ads

Analytics Google Analytics, LinkedIn, SEMRUSH, Adobe Analytics, MOZ

Media Canva, Pr, YouTube

Security Airwallex, 1Password, Wizer

Comms slack, GSuite

Certifications

Inbound Marketing
Hubspot Academy, March 2025

Web Copywriting
General Assembly, March 2020

SEO Marketing
Liberty Marketing, April 2018

UX/UI Bootcamp
General Assembly, Feb 2020

References

AJ KOCH
Managing Director, Private Media
aj@smartcomedia.com.au

JAMES VASS
Head of Production, Private Media
james@smartcomedia.com.au

Career Experience

Content Marketing Manager

Swell.is
San Francisco, US (Full-time, remote)
Jan 2022 - Nov 2022

swell
A headless ecommerce platform and shop builder.

Led all content marketing activities for a fast-paced startup, successfully increasing brand awareness and social engagement by over 500% through scalable content formats including interactive posts, webinars, co-marketing, state-of-product blogs, playbooks, feature walk-throughs, targeted landing pages and lead magnets.

↑ 554% engagement

- Scaled content formats and campaigns to increase social media engagement by 554%.
- Delivered truck advertising campaign at ShopTalk 2022, a major Las Vegas technology summit.

Organic/C-suite content

- Published a regular calendar of search-driven blogs, white papers and playbooks to drive lead gen.
- Ghostwrote social and sponsored articles for Swell's CEO.

Content Consulting

Global (Remote)
Nov 2022 - April 2023

MERCURY kwpx 11point2

Freelance branding, copywriting, SEO and marketing strategies for leading startups and ecommerce businesses inc: Mercury Banking, 11Point2, KWPX, HWR Media, Corbet.

Ground-up brand identity

- Delivered brand identity and messaging for 11Point2, translating complex requirements into engaging digital copy.

↑ 30% online ecom sales

- Full-funnel digital campaign to promote new product launch for Corbet, increasing online sales by 30% in 30 days.

Content and SEO Manager

Super Studio
Adelaide, AU (Full-time, on-site)
Dec 2020 - Mar 2022

super studio
A digital agency scaling brands

Led comprehensive content strategies for a range of clients to improve traffic and increase client retention and LTV, including SEO, website optimisation, messaging and copy and social media camapigns.

#1 rank in 30 days

- Delivered SEO strategy for for TCL, achieving #1 Google SERP placement within 30 days of launch.

↑ 15% online ecom sales

- Overhaul of Sparkke website copy, metadata and SEO, increasing digital sales by 15% within 90 days.

Content Manager

Penguin Random House UK
London, UK (Full-time, onsite)
Mar 2017 - Sep 2020

Penguin Random House UK
The world's largest book publishing house

Managed digital content and CMS (Adobe AEM) for penguin.co.uk, ensuring strong editorial quality, consistent branding and search opportunities. Developed comprehensive content roadmaps and collaborated across 8+ publishing divisions to produce digital campaigns.

↑ 854% subscribers

- Used heat maps to design a newsletter signup component on the homepage.
- Grew Penguin's newsletter subscriber list by 854% in 30 days.

Competitive SERPs

- Wrote keyword-driven content to achieve competitive SERPs
- e.g. 100 must-read classics, currently ranked #3 in Google for "classics".