

Gina McKenzie

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Qualifications

- **Diploma of Journalism**
2000 Massey University, Wellington
- **BA (History)**
1999 Massey University, Palmerston North
- **A Bursary**
1994 Avonside Girls' High School, Christchurch

Relevant Experience

- **Director**
Real Communications, Canterbury
- **Communications Advisor – (Canterbury Water Management Strategy)**
Environment Canterbury, Christchurch
- **Communications Advisor**
Fletcher EQR, Christchurch
- **Communications Advisor/Technical Writer**
Opus International Consultants, Christchurch
- **Journalist**
Mainland Press Newspaper, Christchurch
- **Editor/Writer**
Teug Ye Won, Seoul, South Korea
- **International Trade Manager**
Hi Vantix, Seoul, South Korea
- **Communications Specialist**
Universal Corporate Communications, Seoul, South Korea
- **Communications Specialist**
Korean National Commission for UNESCO, Seoul, South Korea

Employment

April 2016 -present, Real Communications, Canterbury

Director

We create positive, proactive content packages (videos, articles, images) for corporate and government sector clients throughout New Zealand. These are real stories about people taking positive action to create behaviour change. We have an extensive network of media contacts who are constantly seeking this type of content which they cannot produce themselves due to time and budget constraints. Real Communications adds value by creating the entire package from conception through to a series of published/broadcast stories. We also specialise in brand management, stakeholder engagement, media liaison, business launches, social media, marketing and event management.

August 2015 – April 2016, Environment Canterbury, Christchurch

Communications Advisor – Canterbury Water Management Strategy

This position involved managing all proactive media engagement for the Canterbury Water Management Strategy. I created a unique media engagement strategy which provided tangible results. This focused on a series of videos and targeted stories involving farmers, scientists, environmentalists, zone committee members and local people which show what is being done to improve water quality. I also produced a series of five videos entitled “Canterbury Water Management Strategy – Telling Our Story”. This series is being shared with other regional councils throughout New Zealand who are looking to learn more about the collaborative approach to water management.

October 2014 – May 2015 (fixed term), Fletcher EQR, Christchurch

Communications Advisor

Being part of the joint EQR-EQC Safe Six tactical planning team was the highlight of this position. This involved managing all communication for the innovative Safe Six programme which focused on leading behaviour change for contractors around on-site health and safety. There was a strong focus on planning and delivering communications across a range of platforms to internal and external stakeholders including homeowners, contractors, EQC, media and staff. This involved: initiating, researching and writing newsletter articles, internal updates and external magazine articles along with providing media advice to internal staff. A high degree of stakeholder liaison and engagement was required along with leading and managing stakeholder focus group events. The position also involved organising large scale events including a gala dinner event for over 700 guests.

January 2013 – October 2014, Opus International Consultants Ltd, Christchurch

Communications Advisor/Technical Writer (Earthquake Rebuild Team)

This position focused on coordinating and implementing the earthquake rebuild communications and business development strategy for Opus International Consultants. This involved: improving brand awareness via positive Opus-related stories in local, national and international media (80 stories published/broadcast), organising filming and interviews for documentary crews such as The Discovery Channel and Paua Productions, producing 4 internal and 4 external earthquake rebuild newsletters per year, organising rebuild related national and international events/speakers, providing an internal and external media liaison service, coordinating the earthquake rebuild strategy with the global Opus strategy, promoting internal brand awareness, writing and editing earthquake related bids and business development for the commercial rebuild in the wider Canterbury region.

July 2011 – August 2012, Mainland Press Ltd, Christchurch

Journalist

This position covered both the eastern suburbs and central city. I researched and wrote a wide variety of articles from hard news to profiles and court/council reporting. I developed excellent relationships with the wider community which enabled me to produce insightful articles. This including a series of breaking news stories on homeless people with full-time jobs living in cars in Christchurch as a result of earthquake-related issues.

November 2007 – January 2015 Te Yeug Won Ltd, Seoul, South Korea

Writer/Editor

This position involved writing and editing patent applications and legal documents for Korean companies.

March 2007 –August 2010, Hi Vantix Ltd, Seoul, South Korea

International Trade Manager

A highlight of this position was increasing sales by over 50 per cent as a result of innovative research in the Korean fashion market. I analysed trends from European fashion markets and modified these for the Korean market. This position also involved attending trade shows in France and meeting with suppliers in Italy and France. This position required a high degree of flexibility and excellent relationship building skills.

November 2007- November 2008, Universal Corporate Communications, Seoul, South Korea

Communications Specialist

In this position, I wrote/edited annual reports and television commercials for Korean companies such as Korean Air and Samsung. This involved creating concepts that reflected their brand stories and incorporating these into the reports. I participated in bid interviews and liaised with clients.

September 2007- March 2008, (fixed term contract), Korean National Commission for UNESCO, Seoul, South Korea

Communications Specialist

This position involved researching, writing and editing speeches and reports on a variety of topics for UNESCO. I also provided media training and communication lessons for staff.

Board Memberships & Supporting Community

I held the role of communications and media manager for NAWIC (National Association of Women in Construction) for five years. This pro-bono position included a seat on the national board.

I raised the profile of NAWIC through publishing over 300 articles in the media and via radio and prime-time television coverage for the organisation. I also produced a series of short videos highlighting the achievements of the Hays NAWIC Excellence Awards winners.

I am extremely passionate about helping women in the construction industry achieve their career goals and this position gave me a great deal of personal satisfaction.

I also run two free networking groups and host a weekly radio show. “Connect, Collaborate, Caffeinate,” is a monthly business networking group. The event allows local business owners to connect and share ideas over a complimentary coffee. Guest speakers provide tips and insights into business development. We also hold regular walking tours and special events which provide a “behind-the

scenes” insight into new businesses, entrepreneurs and the development of town centres.

“Thrive- Inspiring Women” is a bi-monthly networking group and a weekly radio show which focuses on sharing inspiring stories of women who are making a difference in the world around them. We celebrate women who are transforming people’s lives and creating a positive impact upon society.

Referees

Tom McBrearty
McBrearty Consultants Ltd
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Jenny Parker
NAWIC president
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