



NICK KEITH

CRM & LOYALTY MARKETING · OMNI-CHANNEL CAMPAIGNS · DATA & INSIGHTS



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#1 MOVIO POWER USER
GLOBALLY



2022 EVT DAYMAKER
AWARD



2025 EVT DAYMAKER
AWARD



4x BRAZE
CERTIFIED



2x ANTHROPIC AI
CERTIFIED

PROFILE

CRM, loyalty and omni-channel marketing specialist with 11 years at EVT and a background in creative design, advertising and media. Led a team of four, owned loyalty communications strategy and performance analysis, and helped grow Cinebuzz to 2.34 million active members, one of Australia's largest loyalty programmes. Builds in Braze and Movio every day, shaped the data structure for EVT's migration to Braze, and created the research behind Cinebuzz Pulse and EVTIQ. Brings strategy, data and hands-on creative execution together, and is looking for a role where understanding customers drives measurable results.

2.34M

Cinebuzz active members

13K+

campaigns built

11 yrs

at EVT

EXPERIENCE

EVT

2024 — NOW

Omni-Channel Campaign Specialist

- Design and build omni-channel customer journeys across email, SMS and push, adding touchpoints and reducing friction across EVT's cinema and hospitality brands.
- Drive member acquisition by targeting non-members throughout the website and e-commerce journey.
- Built the group loyalty performance report, which is delivered to the CEO.
- Developed EVTIQ, broadening the Cinebuzz Pulse survey into a productised, interactive, revenue-driving insights solution.
- Shaped the data structure for the CRM migration to Braze, including data dictionaries, data cleansing and new measurable attributes.
- Build in Braze every day (Canvas journeys, segmentation and Liquid personalisation), alongside Movio and other CRM platforms.

EVT

2021 — 2024

Loyalty Marketing Manager

- Managed a team of four responsible for loyalty communications and campaign delivery, providing strategic direction while staying hands-on.
- Owned loyalty communications strategy, campaign schedules, audience selection, planning and channel choice.
- Helped grow Cinebuzz's active membership to 2.34 million, one of Australia's largest loyalty programmes, and supported recovery after COVID-19 and the 2023 Writers Guild of America strike.
- Created Cinebuzz Pulse, the member survey programme, personally writing the surveys, designing the insights and presenting findings to clients.

CORE CAPABILITIES

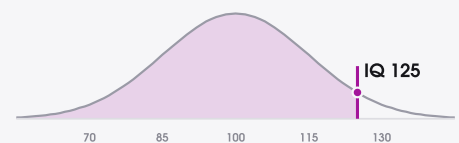
- CRM and loyalty strategy
- Omni-channel journeys: email, SMS and push
- Braze: Canvas, segmentation and Liquid
- CRM migration and data structures
- Analytics, reporting and insights
- Survey design and customer research
- Team leadership and prioritisation
- Creative design and copywriting

AUDIENCE REACH

Cinebuzz · active members	2.34M
EVT Stays · contactable	1.5M
Thredbo · contactable	304K

PSYCHOMETRIC ASSESSMENT

Abstract reasoning	90th percentile
Numerical reasoning	84th percentile
IQ assessment	Higher than 95%



RATED EXCEPTIONAL

- Visual perception
- Pattern recognition
- Spatial orientation
- Analytical thinking

OPRA Consulting Group, against university graduates · Brain Metrics Initiative, Nov 2024

BRANDS I'VE WORKED WITH

Event Cinemas · Cinebuzz · EVT Stays · Rydges Hotels & Resorts · Thredbo · Moonlight Cinema · IMAX Sydney · Oceania Cruises · Universal · Paramount · Disney · Warner Bros. · Sony · StudioCanal



EXPERIENCE, CONTINUED

EVT

2015 — 2021

CRM & Loyalty Coordinator → Loyalty Marketing Executive

- Planned, built, deployed and monitored email and SMS campaigns, including segmentation, copy, creative, HTML testing and QA.
- Analysed customer visitation and campaign response to guide targeting and evaluate performance.
- Worked with marketing teams and CRM platform partners to improve delivery and resolve technical queries.

CRUISE OFFICE · OCEANIA CRUISES

2012 — 2015

Graphic Designer → Marketing Coordinator

- Supported marketing for six international cruise brands, reporting to the Marketing Manager and at times the CEO.
- Created advertising, collateral and electronic marketing across print and digital, adapted to each brand's standards.
- Introduced production systems that improved timeframes and workflow, recognised by the CEO and international offices.

FAIRFAX MEDIA NZ

2007 — 2012

Creative Consultant / Advertising Designer

- Produced classified and display advertising for more than 50 publications.
- Worked with up to 30 national sales consultants and up to 120 clients a week on briefs, designs and approvals.

FREELANCE

2004 — 2008

Design, multimedia & production

- Marketing, design and multimedia for clients in Australia and New Zealand, including reports, advertising, websites and brand identities.
- Executive producer, assistant producer and editing roles in television and film; one student production involved 120 students, 25 industry professionals and a live audience of 200.

KEY COMPETENCIES

CRM AND LOYALTY MARKETING

Brief, schedule, build and deliver targeted customer communications, from audience selection, copy and creative to HTML testing, deployment and reporting.

TEAM LEADERSHIP

Lead through clear priorities, coordinated schedules and hands-on support, owning strategy and performance while contributing to delivery.

ADVERTISING AND CREATIVE DESIGN

Print and digital concepts, responsive templates and promotional materials that meet brand guidelines and production requirements.

PROJECT AND TIME MANAGEMENT

Prioritise work, coordinate production timelines, manage competing deadlines and introduce workflow improvements.

DATA AND CONSUMER INSIGHTS

Analyse sales, visitation, demographics and campaign response; design surveys and present visual findings that inform targeting and business decisions.

TECHNOLOGY AND SYSTEMS

Apply CRM, design and reporting tools to practical marketing needs; HTML, CSS and Liquid; quick to learn new platforms.

COPYWRITING AND CONTENT

Clear, persuasive copy for advertising, email, websites and promotions, with tone adapted to the audience and brand.

RELATIONSHIP MANAGEMENT

Clarify stakeholder needs, agree delivery expectations, present insights and maintain relationships with business and platform partners.

EDUCATION

Bachelor of Information and Communication Technologies (Multimedia), 2006

Christchurch Institute of Technology (CPIT), New Zealand

Diploma in ICT, 2005 · Diploma in IT, 2004 · Certificate in IT, 2004

TOOLKIT

CRM & MESSAGING

Braze · Movio · Vista Entertainment System · Airship · Mailchimp · Twilio · SendGrid

DATA & REPORTING

Excel · Power BI · Numero · Gower Street Analytics · Google Analytics · SurveyMonkey

WEB, DESIGN & AI

HTML · CSS · Liquid · CMS · Adobe Creative Suite · Microsoft 365 · Claude · ChatGPT · Copilot

INDUSTRY EVENTS

LOYALTY & CRM

Australian Loyalty Conference 2025 · Braze City X City 2025–26 · HSMIA NoVacancy 2025

LEADERSHIP

Elevate Leadership Conference 2019, 2026

CINEMA INDUSTRY

CAA Content Showcase 2024–26 · CAA Australian International Movie Conference 2022–23 · TIFF Industry Conference 2018

CERTIFICATIONS

Certified Marketing Specialist · Braze

Certified Practitioner · Braze

Email Deliverability Fundamentals · Braze

Retail Marketing Specialist · Braze

AI Fluency: Framework & Foundations · Anthropic

Claude 101 · Anthropic

OFF-SCREEN

Film is the constant, from festival trips to Venice and Toronto to listening to movie podcasts. Away from the screen it's travel, live music and watching sport, especially rugby and cricket.

REFEREES

Available on request.