



Josephine Brouard

Address 5 Forth Street Woollahra NSW 2025.

Website www.josephinebrouard.com

Email Josephine@josephinebrouard.com

Mobile 0412 916 531

Career Summary

A creative professional with solid experience working for a variety of leading Australian and South African media organisations, as well as managing communications for Government, not-for-profit and corporate organisations. Strengths include marketing and strategic intelligence; high levels of energy; imagination and creativity; attention to detail; follow-through; versatility and flexibility.

Employment Summary

- September 2007 to current
Senior Editor, *Reader's Digest Australia*
- October 2002 to September 2007
Freelance writer, editor and creative consultant
- February 2000 to October 2002
Director of Communications for Federal Government agency, EOWA
- 1993 to 1999
Marketing Manager, Murdoch Magazines (with a two-year-post as Editor of *New Woman*, mid-1994 to mid-1996)

Career Highlights

- As part of *New Woman's* management team, turned the Top 20 title's bottom-line from a \$500,000 deficit to \$500,000 profit. The magazine's circulation also climbed 20% during my Editorship;
- Conceived the idea of Equal Opportunity 'Oscars' as a way of putting EO on the Australian map and launched the concept with a blue-chip event in 2002. Today, Australian businesses all vie to for the annual EO 'Business Excellence' awards;
- My non-fiction literary debut, *Monsoon Rains* and *Icicle Drops* (Murdoch Books, 2006) is critically acclaimed and reaches best-seller sales figures;
- Edited *Pink Ribbon* four years running (2002 to 2005 inclusive) for the National Breast Cancer Foundation, and raised hundreds of thousands of dollars annually for the cause;
- Personally negotiated a week-long joint promotion with Channel Ten's *7pm Project* (broadcast daily at 7pm, April 2011) and the Australian Newsagent Federation to launch exclusive *Reader's Digest* research into the 'Power of Good', all at no cost to *Reader's Digest*

Education

- B Arts, Witwatersrand University, Johannesburg, South Africa
- Journalism cadetship, The Star newspaper, Johannesburg, South Africa
- Post Graduate Diploma in Psychology, Macquarie University, Sydney, Australia
- Research mentorship with researcher Hugh Mackay, Sydney, Australia
- Leadership skills training with Margot Cairnes of The Change Dynamic

resumé

career history

Sept 2007 till now: Senior Editor, Reader's Digest Australia.

Responsible for conceiving, commissioning, editing and proofing primarily health and news-focused content, with broad generalist appeal. Expected to generate original copy, edit book extracts, and refine others' penmanship. To do the job, a nose for news and trends and an attention to detail is essential.

Oct 02 to Sept 2007: Freelance Writer and Editor

2002 to 2007: Several writing contracts for mainstream lifestyle magazines, including *News Limited's Sunday*, *Australian Women's Weekly*, *Women's Health*, *Australian Financial Review* and *Notebook*, as well as various corporate communications for The Sydney Harbour Foreshore Authority, Australian Real Estate Bulletin, Atlantis healthcare, TMP recruitment, and more.

2005-2006: Squeezed in a book publishing contract for Murdoch Books, to write the travel memoir, *Monsoon Rains and Icicle Drops*, which made the best-seller list in early 2006 and reached the 'Top 100' Australian non-fiction book sales that year

2002 to 2005: Editor, *Pink Ribbon* magazine, for the National Breast Cancer Foundation, responsible for producing a title on a very modest budget with a very strong focus on fundraising

2000 to October 2002: Director of Communications, Federal Government agency, EOWA.

Responsible for a team of six; wrote the Director's speeches; conceived and published a quarterly publication; oversaw the management of a content-rich website, conceived and managed PR and branding events. Also conceived the inaugural EOWA awards of excellence for women-friendly companies, an annual campaign still in existence. Also wrote and oversaw production of the EOWA publication, *Chief Executives Unplugged*.

1993 to 1999: Marketing Manager, New Woman, Murdoch Magazines.

Officiated in this capacity for a year, with an annual budget of \$1.2 million. Conceived trade and consumer strategies and was promoted to Editor a year later, overseeing a team of about 15 staff. In collaboration with a small management team, turned the magazine from a \$500,000 loss to \$500,000 profit in the space of 2.5 years; increased circulation by 20%; and saw advertising revenue grow by over 10% during my tenure.

1997 to 1999: After a stint as Editor, stayed on as marketing consultant three days a week while completing a Post-Graduate Degree in Psychology from Macquarie University. For Murdoch Magazines, conceived and oversaw marketing communications for *marie claire*, *Better Homes and Gardens*, the *Family Circle* television show and managed branding communications for the Books division.

Prior to 1993: Journalist in newspapers, magazines and television. Completed journalism cadetship in South Africa in newspapers, magazines and television before migrating to Australia as Feature Writer at *Cleo* under then editor, Lisa Wilkinson. Australian Consolidated Press sponsored the migration.

referees

Visit www.josephinebrouard.com for testimonials, or ask for referee contact details.



resumé

career highlights

New Woman: During editorship, this Top 20 title went from loss to profit; grew 22% in circulation and 10% in advertising spend; and won an award for an investigate series

Australian Financial Review magazine: Wrote many cover stories like this one, top right, about corporate dads, which elicited passionate feedback

Two non-fiction works: *Monsoon Rains, Icicle Drops* (Murdoch Books, 2006) was a top-seller, while Boss magazine hailed *Chief Executives Unplugged* (EOWA, 2002) an executive “must-read”

Pink Ribbon magazine: Editor-in-chief four years in a row, producing a magazine on tight budget to raise funds for cancer cause

Reader’s Digest e-HAHA: After 43 years of *Reader’s Digest* humour being presented one way, entrusted with Australia’s 2009 re-branding exercise

Notebook magazine: A profile for this title won a publishing award [print category] in 2007 for its depiction of mental health issues

HealthSmart Diary 2012: Produced health content for this lucrative publishing franchise

Belle magazine: Periodically also write about decor for Australia’s leading design magazine

