MELBOURNE CONVENTION EXHIBITION CENTRE

Media Release

MCEC announces appointment of new Marketing Manager

Monday 20 February 2012

The Melbourne Convention and Exhibition Centre (MCEC) welcomed its new Marketing Manager Persia Hill on Monday 6 February 2012.

Persia joins the MCEC team from the National Trust of Australia in Victoria where she developed and led marketing strategies for the Trust and its 20 properties, including MCEC's neighbour the tall ship Polly Woodside.

After a working holiday in the United Kingdom (UK), where Persia facilitated national campaigns to raise the awareness of UK's leading mental health charity Mind, she returned to her home city Melbourne and joined the Department of Justice to work on a behavioural change campaign.

With almost eight years' experience in tourism attractions, government, not-for-profit and tertiary institutions, Persia brings a wealth of strategic marketing and communications, campaign and brand management and tourism industry knowledge to the role.

Persia's passion lies in marketing, tourism and sustainability and said she is looking forward to working on the business events side of tourism at one of Australia's greenest venues.

"AIME is a perfect time to start and I'm looking forward to networking and visiting the show. I'm excited about MCEC's digital marketing initiatives, including the new MConnect smart phone app and MCEC's mobile site," Persia said.

Director of Sales and Marketing Anne Jamieson said: "We're delighted to have Persia on board and with her extensive range of skills, she'll play a huge part in the strategic direction of MCEC's brand, marketing, social media and digital platforms."

Studying a Bachelor of Communications at Monash University, Persia is currently enrolled in a Masters – specialising in Tourism Management and Marketing.

-ENDS-

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