

Simone Sampos

STRATEGIC COMMUNICATIONS EXPERT

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About Me

A strategic communications leader with a knack for turning complex ideas into compelling stories. With experience across higher education, corporate, and non-profit sectors, I specialise in engaging diverse audiences, managing reputation, and realising strategic outcomes. Previously, I ran a boutique agency delivering campaigns for global brands and small businesses. Now, I focus on high-impact strategic communications—helping businesses navigate change, foster engagement, and strengthen reputation. I thrive on collaboration, innovation and enjoy a good challenge. Outside work, I run a creative practice and volunteer to support women's health.

Core Skills

- **Strategic Communications & Stakeholder Engagement** – Bringing people on the journey with clear, compelling narratives. Driving momentum through data-led insights and an audience-centric approach
 - **Crisis & Reputation Management** – Staying ahead of the curve with proactive risk mitigation and issues management and response.
 - **Multi-Channel Storytelling** – Crafting stories that cut through, whether digital, social, or traditional media
 - **Speech writing and content** – Sharing the vision and building enthusiasm
 - **Leadership & Collaboration** – Driving high-performing teams and cross-functional partnerships
 - **Major Events & Campaigns** – Creating memorable activations and communications strategies, reaching the right audience through the right channels to inspire action
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Experience

Consultant | SS Comm (2025 – Present)

I help not-for-profits and businesses communicate their value, strengthen their reputation and engage their audiences effectively

- Develop and implement communication strategies to elevate brand presence and audience engagement
 - Craft compelling narratives and key messages tailored to target audiences for impactful results
 - Provide advice on reputation management and risk mitigation, contributing to positive brand awareness and stakeholder engagement
 - Synthesise research into accessible, plain-language resources to inspire positive action
 - Edit and write high-quality materials for print, digital and multi-media ensuring messaging consistency
 - Produce and implement multi-channel campaigns, achieving measurable outcomes in audience engagement and brand awareness
 - Manage creative teams and external agencies, ensuring seamless project delivery aligned to client goals.
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Senior Communications Specialist | Monash University (2022 – 2024)

Simone Sampedro

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Driving strategic campaigns and major events for one of Australia's top universities (16,667 staff, 85,924 students).

- Student experience - led communications for student engagement initiatives, increasing Orientation participation by 5.7% (engaging 77,520 students), boosting belonging scores from 65% to 88% YoY.
- Campus life – improved student connection with the campus, growing engagement 7% to 15% YoY, through audience-centred, integrated campaigns and events.
- AI rollout - led the global Microsoft Copilot AI campaign, ensuring consistent messaging on AI strategy, policy and ethical use, driving adoption by students and staff.
- Hi profile campaigns - implemented campaigns on key issues, including amplifying global rankings, the Indigenous Voice to Parliament, Anti-Racism Statement, and Repatriation of the sacred tree to Australia from Switzerland.
- Crisis and issues management - advised on issues, completed risk analysis and fact-finding to inform positioning, including holding lines, media response and institution-wide messaging to protect reputation while keeping stakeholders informed.
- Leadership - led cross-functional teams to execute multi-channel campaigns, driving innovation through data-informed decisions and campaign metrics, resulting in the achievement of key targets and awards.

Internal Communications Manager | Victoria University (2016 – 2022)

Championed internal communications, progressing from coordinator to Manager role.

- Employee engagement – led institutional-wide communications boosting staff engagement from 29.4% (2018) to 54.09% (2020).
- Innovation - launched new two-way channels, increasing staff engagement from 29.4% (2018) to 54.09% (2020).
- Crisis - produced clear and timely response to COVID-19, Bush fires and more.
- Staff survey - achieved 75% response rate well above sector average on the Your Voice Employee survey.
- Culture - delivered new Organisational Values, storytelling series achieved 12,000 opens in four weeks.
- Change – developed the 2019 Enterprise Bargaining communication framework and website, leading to new agreement.
- Transformation – worked with cross-functional teams on major projects; including Victoria University's Australian First, VU Block Model, Footscray Hospital and VU City Tower
- Launched new internal channels, increasing staff engagement from 29.4% (2018) to 54.09% (2020).
- Reputation - led national surveys driving YoY increases in student satisfaction and graduate outcomes, ranking VU 1st in Australia for employability and top 10 nationally.
- Storytelling - told the VU story to recruit new Vice-Chancellor, celebrating cultural diversity, sharing how research impacts communities and many more!

Earlier Work

Simone Sampos

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Principal | Banyan Agency (2008 – 2016)

Founded and led a boutique communications agency delivering high-impact campaigns for global brands, corporate, government and not-for-profits.

- Project Management - Honda Australia's Awards (2008 - 2016)
 - Indian Film Festival - flagship program delivered for Mind blowing Films and City of Melbourne
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Education & Professional Development

Master of Communication | Victoria University (2017)

Advanced Diploma in Management | RMIT (2008)

Diploma of Professional Writing & Editing | CAE (2009)

Bachelor of Arts | Deakin University (1992 & 1993) - incomplete, units completed: Psychology, Narrative A & B, Literature, Images of Human Existence, Philosophy, History and Cultural Perspective of the Arts

Additional Training: TikTok & Reels Strategy, Media Skills, Tone of Voice, Copywriting Masterclass, Social Media Strategy

Referees

Available on request