

Dylan Zapirain

Marketing Consultant | Content and Social Media | Web Design |
Digital Marketing Strategy

Sydney, NSW

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PROFESSIONAL SUMMARY

Marketing Consultant with 5+ years experience in web design, social media marketing and digital marketing strategy, with hands-on coding experience building AI-integrated applications. I use design thinking, customer experience strategy and product management practices to put people at the centre of my problem-solving process. I've led the transformation of social media pages for organisations, from dormant to 5,000 new followers in 12 months and have used UX research to create websites that attract 33,000 visitors in 6 months. My focus is always on placing people at the centre of every problem I solve, while ensuring business needs are met.

CORE SKILLS

Technical / Functional: HTML · CSS · JavaScript · Ruby on Rails · AI/LLM Integration · SEO · Bootstrap · Figma · UX/UI Design · Data Analysis & Reporting with Microsoft Excel

Human / Collaboration: Conversion Copywriting · Stakeholder Management · UX Research · Video Production & Storyboarding · User Story Writing · Agile Collaboration

Strategic / Commercial: Content Strategy · Cross-functional Collaboration · Design Thinking · CX Strategy · Product Management

PROFESSIONAL EXPERIENCE

Marketing Manager

Jan 2022 – March 2025

NSW Government | Sydney, NSW — NSW Health, Australia's largest state healthcare organisation, employing 140,000 people across a \$35.1B annual budget, delivering public health services to the people of New South Wales.

- Led the design and delivery of NSW Health's careers website, using Figma to prototype multiple design iterations and evidence-based UX research (including Seek's Laws of Attraction study) to optimise copy and conversions, collaborating directly with HR and executive stakeholders to reach approval, generating 33,000 site visits in 6 months.
- Led end-to-end digital marketing for NSW Health's European Nurse Recruitment Campaign, building a purpose-built website and directing video content from concept to launch in under 4 weeks, attracting health professionals from the UK, Ireland and Sweden to fill critical staffing gaps.
- Built NSW Health's LinkedIn presence from a dormant page to 5,000+ new followers and 4,300+ job applications in 12 months, developing the content strategy, producing marketing assets and managing publishing/approvals through Hootsuite, underpinned by a data-driven optimisation loop using a custom Excel performance dashboard.
- Recognised by LinkedIn across Australia and New Zealand with an Employer Brand Award for organic content excellence.

Marketing Coordinator

Jan 2021 – Jan 2022

NSW Government | Sydney, NSW

- Promoted from Marketing Intern to lead adoption of the NSW Government's Digital Design System across web properties, standardising UI components and improving design-to-development handoff efficiency.
- Transformed a static print course guide into an interactive digital PDF with embedded deep-link navigation, reducing user drop-off and streamlining the staff enrolment journey; approved and championed by senior leadership.
- Responsible for a national Google Ads search campaign focused on increasing engagement with health training courses, delivering a 20% year-on-year increase in final student enrollment.

Marketing Intern

Jan 2020 – Jan 2021

NSW Government | Sydney, NSW

- Redesigned NSW Health's Diploma of Nursing landing page, coding a custom Bootstrap 3 accordion UI (prototyped in Chrome DevTools) to surface key information previously buried in PDFs, also improving SEO by swapping text-based chevrons for icons to fix Google search snippet display; handed off with full HTML, CSS and Javascript documentation to the dev team for implementation.
- Selected for NSW Health's Marketing Internship on the strength of performance in Macquarie University's Blue Ocean Marketing Strategy Competition.

Events Supervisor

Jan 2017 – Jan 2019

Mona Vale Golf Club | Sydney, NSW

- Led a team of staff delivering personally significant customer experiences for weddings and member events.
- Managed the end-to-end event operations including service flow, stock and payments, keeping multiple competing priorities on track in a customer-facing environment.

EDUCATION

Bachelor of Commerce (Marketing) & Bachelor of Arts (Psychology)

Macquarie University

Exchange Semester, University College Dublin, Ireland | 2019

CERTIFICATIONS AND TRAINING

AI Software Development: Le Wagon, Australia's leading AI bootcamp (2026)

Copywriting: AdSchool Australia (2023)

Front-end Web Development: General Assembly (2021)

HOBBIES AND INTERESTS

Photography · Motorcycles · Surfing · App Development · Indoor Rock Climbing