



# KATE WIENBURG

## DIGITAL & SOCIAL MEDIA

I'm a social media strategist and digital storyteller who loves creating content that actually connects, whether it's for tourism, local councils or lifestyle brands. When I'm not building campaigns or chasing sunsets, you'll find me juggling freelance gigs, snowboarding and planning the next family adventure.

### SKILLS

- Social Media Strategy + Management
- Content Creation + Copywriting
- Community Management
- Analytics and Performance Reporting
- Photography/Video Content Creation and Editing

### PLATFORMS

- Facebook, Instagram, LinkedIn, Threads, TikTok, X
- Meta Ads Manager, Sprout
- CapCut, Canva, Edits, Office

### AWARDS

- CEO Award for Outstanding Employee (2024)
- Best Overall Local Government Comms Team (2023)

### CONTACT

- [katewienburg@gmail.com](mailto:katewienburg@gmail.com)
- <http://wienburg.org/kate/>
- +61 434 090 495 (AU)  
Canadian # available in June



### EXPERIENCE

#### ○ Social Media Director - Canuckiwi

2018 - present

Create and manage social media tourism content for Canadian, New Zealand, and Australian markets, collaborate on digital marketing materials, and host famil trips to capture destination content.

#### ○ Social Media Officer - Noosa Council

2020 - 2025

Manage and grow Council's social media presence by developing engagement strategies, campaign calendars, and interactive content in collaboration with internal departments.

#### ○ Travel Consultant - Beyond the Blue Travel

2017 - 2020

Planned bespoke travel itineraries for luxury clients at Beyond the Blue, a boutique travel specialist offering unique journeys across New Zealand, Australia, and the South Pacific.

#### ○ Digital Project Manager - Tourism Queensland

2014 - 2017 (contract basis)

Create and manage engaging, SEO-driven content across TEQ's digital platforms and social media channels, collaborate with influencers to amplify reach, and ensure consistent brand messaging and timely audience engagement.

#### ○ Digital/Social Media Manager - TELUS

2007 - 2014

Led the development and execution of digital and social media campaigns to grow TELUS's online presence, engage consumers across key platforms, and measure campaign success through analytics and trend monitoring.

### EDUCATION

#### ○ Brock University (1999 - 2003)

Degree in Sport Management

#### ○ SMK Social Media Course (2024)

Content Marketing & Social Media Advertising  
Masterclass