

## Contact

+613 8374 7666 (Work)  
karen@thinkbespoke.com.au

www.linkedin.com/in/  
karenhollenbach (LinkedIn)  
www.thinkbespoke.com.au (Other)  
www.thinkbespoke.com.au/insights  
(Other)  
www.linkedin.com/  
company/3069256 (Other)

## Top Skills

LinkedIn  
Training  
Strategy

## Certifications

Registered Secondary Teacher  
Certified Trainer & Assessor  
High Performance Coach & Trainer  
Instructor  
Trainer

## Honors-Awards

Monash Business Awards Finalist  
Best Life & Business Clarity 2015  
Top 10 LinkedIn Expert 2019  
Top 20 LinkedIn Expert 2018

## Publications

Think Bespoke Blog  
Think Bespoke Monthly E-Insights

# Karen Hollenbach

LinkedIn Training Specialist | Top 10 APAC LinkedIn Expert |  
LinkedIn Company Page Marketing | LinkedIn Profile Writer |  
Speaker & Commentator  
Melbourne

## Summary

If you wish to build your presence on LinkedIn, write your LinkedIn Profile the right way and improve your LinkedIn company page and LinkedIn marketing, I'd love to show you how.

Rated as Asia Pacific's Top 10 LinkedIn Experts in 2019\* my community values my warm, friendly and down to earth approach. I offer a unique perspective on how to get value from LinkedIn, based on building relationships and adding genuine value to the communities you serve.

As the founder of Think Bespoke, I lead a collective of experienced content marketers, writers and career coaches dedicated to helping professionals in Australia, New Zealand and Singapore achieve their business and career goals.

Helping others is how we're all going to make our way through the current times.

My team and I work with values-based individuals and organisations and female led service based businesses. Clients we serve include small to medium sized organisations in the professional services, education, recruitment, finance, legal, and social enterprise sectors.

I'm General Assembly's resident LinkedIn expert and I've worked closely with a number of local councils, co-facilitated the LinkedIn workshop for Monash Business School, trained the RMIT University careers team and delivered tailored LinkedIn training for University of Melbourne.

LINKEDIN TRAINING & LINKEDIN MARKETING COMPANY PAGE STRATEGY

My approach is based on best practice content marketing principles. Clients value my ability to work at their pace as I guide them through how to use their LinkedIn Profile and LinkedIn Company page. My approach helps you get better clients.

#### LINKEDIN EXPERT GUEST SPEAKER & COMMENTATOR

I regularly share my insights across Australia, New Zealand and Singapore at online forums, webinars, conferences and professional development events. Please contact me for current topics that are relevant to your community.

>> You're also welcome to join me at my monthly Lunch & Learns for Business

#### PERSONAL BRANDING & LEADERSHIP

I'm available for 1:1 virtual consults if you're ready to improve your online presence.

#### CREDENTIALS

I'm a Company Director, Registered VIT Teacher, qualified Trainer & Assessor, Independent LinkedIn Consultant, Online Training Specialist, Speaker and hold a Graduate Diploma Education, Bachelor of Business Marketing and a Diploma of Management.

I invite you to connect or message me to ask your LinkedIn question.

\*Social Media Marketing Institute

---

## Experience

### Think Bespoke

Founding Director | Principal LinkedIn Trainer

2010 - Present (10 years)

Australia

I established Think Bespoke in 2010 to help people unlock their potential with our LinkedIn training, LinkedIn company page marketing, LinkedIn Profile writing and career planning services.

We're based in Melbourne and work with clients in Melbourne, Sydney and across Australia, New Zealand and Singapore.

We're known for practical and insightful LinkedIn training for beginners, and tailored training and customised solutions for small to medium service based businesses, professional services and digital marketers.

If you are a female led, service based businesses we'd love to teach you how to get better clients from LinkedIn. Our specialist LinkedIn training and marketing solutions help those who are ready to embrace LinkedIn marketing and improve their online presence.

Our focus is on best practice LinkedIn and digital marketing strategies that attract, acquire and engage your community and stakeholders, whether they be your team members, clients, customers, students or the wider community.

For individuals we provide LinkedIn Profile writing services, including done for you, done with you and DIY options to suit all budgets.

Career planning and management services are also available.

#### Business Services:

- LinkedIn Training (customised and online)
- LinkedIn Company Page Marketing Strategy & Mentoring (1:1 and group)
- LinkedIn Digital Marketing Plans
- LinkedIn Company Page Training & Consulting

#### Individual Services:

- Professional LinkedIn Profile Writing
- Online Training
- LinkedIn, Career & Business Coaching
- Career Planning & Management

We offer global online training and consulting.

To find out more please contact [hello@thinkbespoke.com.au](mailto:hello@thinkbespoke.com.au) or visit [www.thinkbespoke.com.au](http://www.thinkbespoke.com.au)

Instyle Training  
Workshop Trainer & Facilitator

2010 - 2013 (3 years)

Melbourne, Australia

I subcontracted to Instyle Training on a project basis as I built my training and coaching business, Think Bespoke.

With experience as a People Manager and Strategic Planner and accredited with Recognition of Prior Learning (RPL) for the Diploma of Management, Certificate IV Customer Contact & Retail and Certificate III Wholesale, the Directors of the business gave me wide scope to train and facilitate leadership teams via government funded training packages.

Clients I trained on behalf of Instyle Training included:

- Little Real Estate (cross functional Leadership team)
- Luv A Duck (Leadership, Customer Service and Warehouse teams)
- T2 Tea (National retail team)
- Haycom (Account Management team)
- Exide Technologies (Sales & Customer Service teams)

Wesley College

Educator in Training

2009 - 2009 (less than a year)

Melbourne

During this time I transitioned my career from employee to business owner. The journey began with completing my Graduate Diploma in Education and retraining as a Secondary School Teacher. Taking this leap has formed who I am today and created so many wonderful opportunities to work with people one on one and in small workshops; helping people reach their full potential.

Diageo

11 years 9 months

Strategic Customer Marketing Planner

February 2005 - September 2008 (3 years 8 months)

In this role I managed the Vic/Tas Trade Marketing Team and was part of the Management Team for both the Vic/Tas and Coles Liquor national business units. I was recognised as a strong collaborator who worked very effectively with the local sales team and national Marketing team to plan, brief and implement national brand plans for Johnnie Walker, Baileys Irish Cream, Bundaberg Rum, Smirnoff Vodka and UDL.

Key Achievements:

- Trained, developed, coached and led the highest performing Trade Marketing team in Australia
- Transformed sales & marketing planning approach for customer engagement and in-store execution.
- Trained & coached key customers on the High Performance Coaching approach to leadership

### Trade Marketing Manager

January 2003 - January 2005 (2 years 1 month)

In this role I was accountable for delivering in-store promotions for Diageo brands in Victoria and Tasmania and working with the national brand teams for global brands including Johnnie Walker, Baileys Irish Cream, Smirnoff Vodka and Guinness.

#### Key Achievement:

- Successfully developed the On Premise Insights training video to educate Diageo staff and customers about the different segments within the On Premise customer market.

### Field Sales & Marketing

January 1997 - December 2002 (6 years)

Melbourne, Australia

Accountable for a variety of sales and marketing roles during this time, including -

- Baileys Brand Development Manager (Cafes & Restaurants)
- Key Account Manager (Off Premise)
- Field Sales Manager (On Premise)

### RMIT University

Research Assistant

1995 - 1996 (1 year)

Melbourne, Australia

In my final year at RMIT, I worked part time for a Senior Marketing Lecturer as a Research Assistant for his marketing consultancy business.

### Telstra

Assistant Survey Manager

1994 - 1995 (1 year)

In this role I worked with Australia's largest consumer market research program at the time, TELCATS (Telstra Customer Attitudes to Service). This was part of RMIT's Bachelor of Business - Marketing workplace program.

---

## Education

### Monash University

Post Graduate Diploma of Education · (2008 - 2009)

### RMIT University

Bachelor of Business, Marketing · (1993 - 1996)

### Chisholm Institute

Certificate IV, Training & Assessment · (2009 - 2009)

### Phillips Institute

Diploma of Management · (2011 - 2011)

### ASTC

Certificate, IV in Customer Contact, IV in Retail Management & III in Wholesale · (2010 - 2010)