

Maria Charlton

BCom MBA FAMI CPM



Skills and Experience

Publishing

Maria has had a proven track of success in all aspects of publishing including product innovation, editing, selling advertising and managing creative design and layout. Within her stable of publishing successes are the regional bestseller 'Hunter Food & Wine' that is now in its third edition and the bi-monthly educational family magazine 'Get Ahead Kids®'. Maria is planning to publish 'Australian Signatures®' that is based on the model of 'Hunter Food & Wine'.

Online Marketing

For more than 20 years, Maria has been acclaimed as a business to business marketing specialist for SME's and professional associations. She has helped clients to plan, develop, maintain and enhance their online marketing presence and linked online initiatives to sales, sales promotion, customer presentations, advertising and communications. Also, she is in the process of developing and commercialising the entrepreneurial ecommerce sites www.differentbride.com, www.newcastlebusiness.com & www.northsydneybusiness.com.au.

Business & Market Research

Using internet, telecommunications and face to face methodologies, Maria has helped clients to research the market status of their communications, product qualities, personnel performance, pricing policies and customer service especially for technology, healthcare, councils, land development, carwash, and professional practices. Most of the past research was used to help clients to plan, design and launch new marketing positioning, strategies and plans.

Market Positioning & Strategic Marketing Plans

Planned and designed market positioning statements for national firms, including councils, associations, and development organisations, regional airports, hospitals, carwash companies, distributors, manufacturers and professional practices. Integrated positioning statements with branding and advertising campaigns to create market uniqueness and increase market recognition. Maria planned and directed research led marketing strategies and plans for the Macarthur, Cessnock City and the Hunter Region.

Market Feasibility Studies

Planned, designed and completed market feasibilities for economic development boards, tourism establishments, leisure centres, building projects, training firms, healthcare facilities & products, educational facilities, marinas, light rail projects, shopping centres, port development initiatives and technology companies.

Creative Communications Skills

Directed, designed & implemented creative communication plans to enhance client market presence and develop a noticeable difference to company recognition for economic development boards, training providers national technology firms, manufacturing, consulting and distribution firms.

Event Innovation

As well as establishing her own business Marketing Advisers for Professionals Pty Ltd, Maria has established and contributed to the success of a number of new firms in the Hunter, Central Coast and Sydney in the fields of economic development, land development, education, healthcare, technology, professional associations and training. She initiated and managed the 'Fastest Growing Awards®' for 10 years prior to selling to a regional event management company.

Personal Background and Family

Maria Charlton is trained in accounting, marketing, economics and management. She enjoys walking, dancing, surfing and reading. Maria has a daughter, Carmen Beverley-Smith and two grandsons Thomas and Connor.

Education

1997 Fellow - Australian Marketing Institute
1994 Certified Practising Marketer - Australian Marketing Institute
1989 Associate Examinations Australian Society of CPA's
1982 Master of Business Administration University of Newcastle
1976 Bachelor of Commerce University of Newcastle

Employment History

1989-current Managing Director
Marketing Advisers for Professionals Pty Ltd T/A MAP Marketing
1988 Part-time Lecturer in Marketing Professional Services
University of Newcastle
1987-1988 Marketing Consultant
Sanders and Associates
1986-1987 Lecturer, Business and Administration
Newcastle TAFE
1985 Marketing Manager of Private Hospitals

Memberships and Associations

- Certified Practising Marketer, Australian Marketing Institute
- Fellow, Australian Marketing Institute
- Member, Newcastle Business Club (first female member)
- Past Chairperson HEDC Hunter Marketing Committee

Conference Speeches & Presentations

- Lower Hunter BEC
“Designing your Strategic Marketing Plan”
- Newcastle Junior Chamber of Commerce “Marketing Newcastle”
- NSW Mentor Program
“Designing your Strategic Marketing Plan”
- Institute of Chartered Accountants Congress
“Marketing, the Way to Set Your Own Horizons”
- I.I.R. Pty Ltd
“Marketing Your Hospital”
- Lake Macquarie City Council
“Direct Marketing”
- Australian Institute of Management
“Presenting Yourself with Confidence”
- The University of Newcastle
“Marketing Professional Services”
- Institute of Surveyors
“Marketing Your Services”
- The University of Newcastle - MBA Students
“Strategic Marketing”
- Solicitors Practice Management Association
“Strategic Marketing”
- Newcastle Business Club
“Marketing Strategy for the Hunter”
- Business and State Development
“Investment Prospects in Macarthur”