

Professional Profile: Gina Gray

Gina Gray is Owner and Managing Editor of Clarity Press. She is a qualified, experienced and published communications specialist who has worked on many types of communications activities (print, electronic and audio) for all sized businesses in many industries such as health, finance, service, beauty, hospitality and not for profit. Combined with more than 10 years of management, marketing, graphic design and adult training experience, she brings a comprehensive skills package to any communications project.

Gina is a Member of the Public Relations Institute of Australia and has a string of qualifications and certificates including Bachelor of Arts in Linguistics, Diploma of Freelance Journalism and Diploma of Training & Assessment Systems, among others. She is computer literate, works across Windows and Mac operating systems and software, and is able to learn new programs quickly as required. In addition to communications consulting and contracting for a broad range of clients, she is a casual teacher for TAFE NSW on PR subjects.

Her communications career began when she joined NEWBAS business support service as Business & Marketing Manager in 1997 which exposed her natural talent for writing and editing. In 2000 she began her own communications consultancy servicing all sized businesses through writing, editing and design on such projects as websites, intranets, media releases, newsletters (print and electronic), sales letters, business systems, promotional literature, advertisements, internal comms, customer comms, training programs and more. She is particularly skilled at converting complex or skeletal information into an easy and enjoyable read.

She has delivered significant results for clients such as NIB Health Funds, Hunter New England Health (NSW Health), Newcastle Knights, Life Without Barriers and Hunter Water Australia. Following training and editing work with NIB's email team, member satisfaction with email responses improved by 24% (revealed through the organisation's regular Member Satisfaction Survey late 2005). She was on the project team for NIB's Online Member Services site in the dual role of Usability Testing Officer and Training Development Consultant. The role expanded during her contract to producing the copy for the website and member communications to encourage take-up (last report was 80 members per day take-up). She developed the comprehensive training program comprising face-to-face, hands-on and online learning and delivered the training to key staff and senior executive management. Following a tonal edit to a letter, she helped to retain a major long-term sponsor for Newcastle Knights in 2006. She helped NEWBAS achieve Quality Assured status and Registered Training Organisation status.

In 2003 Gina had her first book published (A Head Start - A Young Person's Guide to Success in the Workforce, ISBN 1-920693-47-5) and has since published several e-books in finance and business genres, which can be perused at www.claritypress.com.au

She is renowned with clients for her personability, eye for detail and bringing their projects in to deadline (often earlier). She is experienced at managing multiple projects, competing priorities and competing stakeholders and is a disciplined and motivated worker on her own as well as in a team.

While Newcastle-based, she is well-travelled and previously lived and worked in the UK for more than eight years.