



Elisa Hutson

SUPPORT & COMMUNICATIONS LEADER

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MY KEY TO SUCCESS

You will learn more by failing once than from repeated success. And when you fall, it's how you get back up that determines your strength and resilience.

ABOUT YMM

Building your business without a detailed plan is as risky as constructing a home without blueprints. As passionate strategic marketers, we ensure the success of your business, brand, and marketing. As 'The Glue' between your goals and desires, we provide done with you marketing solutions. Don't leave your marketing to chance. Connect with us today to create YOUR Marketing Blueprint for your business success.

OUR IDEAL REFERRAL

1. Strategic Partner - Business Investors, Venture Capitalists wanting validation of an idea.
2. B2C - Established businesses (5-10yrs with 5-50 employees) - New Ownerships, New Concepts or transitioning as this requires a combined Business Marketing Strategy to achieve business goals.



GAINS PROFILE

GOALS

- To build professional confidence in my field, expand my knowledge, and meet new people!
- To represent YMM, and make a significant contribution to growing our company.

ACCOMPLISHMENTS

- I was recognised for my sales contribution to the David Jones Garden City team with the 'Quiet Achiever' award, in 2023.
- In 2022, I completed a Bachelor of Communication in Digital Media and Marketing with Distinction at the Queensland University of Technology.
- In 2018, I completed my high school education at Somerville House. I was recognised for my contribution to the school community and role as the Convenor for our Christian Fellowship with the Citizenship Award.

HOBBIES & INTERESTS

- Music (Pop) - Taylor Swift, Sabrina Carpenter
- Football - Matildas, Brisbane Roar
- NRL - Broncos
- Gym - Strength and conditioning
- Pet - Persian cat called Delilah (AKA My Baby)
- Reading - Fantasy books
- TikTok trends
- Skiing in Canada and Japan

NETWORKS

Advancing Women In Business (aWib), Australian Small Business Advisory Services (ASBAS), Somerville Old Girls Association Queensland Government (Your Marketing Machines) Dancing CEOs (Family connection)

SKILLS

- Research and Data Analytics
- Data strategy and Evaluation
- Communication support
- Exit - Growth Strategies