

Jocelyn Hanna

Communications Strategist



"I approach life with deep curiosity; I get kick out of seeking, creating, and sharing wonder in all its forms."

Expertise:

- Public Relations
- Communications and Engagement
- Integrated Marketing Communications
- Copywriting and Editing
- Branding
- Content Marketing
- Illustration

Qualifications:

Master of Business – Public Relations (QUT)

Bachelor of Creative Industries – Interdisciplinary (QUT)

A self-confessed word wizard, marketing maven, class act in the art of communication and connection, and inspiration accelerator, Jocelyn is thrilled to apply her myriad talents to her role as Performance Frontiers' Communications Strategist.

Jocelyn spends most of her days liaising with clients, researching content and developing copy for our workbooks, presentations, website, articles, proposals and client projects. As Editor and Key Contributor of Performance Frontiers' Insights platform, she has her finger on the pulse of up-to-the-minute conversations happening in our areas of expertise and is constantly looking for the next insight to share with our team and clients.

Jocelyn is passionate about corporate sustainability and the power of communication, co-authoring a paper surrounding the use of rhetoric in recent corporate social responsibility movements, which was presented at the Annual ICA Conference in 2016.

With a master's degree in Public Relations and an undergrad in Creative Industries, Jocelyn has a deep understanding of the transformative effect that strategic communication and arts-based practice can have in business. Add to this a dash of illustration prowess and a sprinkling of design know-how and you have yourself the recipe for one more creative catalyst to add to our talented team at Performance Frontiers.