



ROWENA MORAIS

EMPOWERING BUSINESS GROWTH THROUGH COMPELLING NARRATIVES | 2X TEDX SPEAKER | AUTHOR & LINKEDIN SPECIALIST | CONTENT MARKETING STRATEGY

EXPERTISE

**Communication
Content
Marketing
Branding**

PROFILE

Author of *"Build a Body of Work"*, Rowena is an editor, writer, and communication specialist. She served as the former Founding Editor of *HR Matters Magazine*, a niche Human Resource publication that ran for eight years. Rowena assists organisations and senior executives with their communication, branding, and content development initiatives. Over the last decade and a half, she has been helping individuals refine their LinkedIn profiles and digital presence. As a trainer and facilitator, she conducts workshops on effective communication and developing an impactful LinkedIn profile.

Rowena is the Founder and Creative Director of Digital Confluence, a boutique marketing and communications firm that provides businesses with bespoke solutions, including white-label content development, social media management, and communication services.

- Board Member and Director of Member Communications International Association of Business Communicators (IABC) Canberra chapter
- Mentor, Canberra Women in Business Mentor Program
- Volunteer Consultant - LinkedIn profile optimisation, Project Placed

