



ROWENA MORAIS

FRACTIONAL CCO

COMMUNICATION
CONTENT
MARKETING
BRANDING

Empowering SME businesses

to get discovered, gain new customers, and grow through compelling narratives.

Empowering jobseekers

with training, coaching, and mentoring to improve job readiness and secure employment.

As the author of *“Build a Body of Work”*, Rowena is an editor, writer, and communication specialist. As the Founder and Managing Director of Digital Confluence, she provides small businesses with bespoke solutions, including white-label content development, social media management and communication services.

Rowena is the former Founding Editor of *HR Matters Magazine*, a niche Human Resource publication that ran for eight years. She also supports jobseekers with employability services such as resume review, LinkedIn profile optimisation, and interview preparation.

As a trainer and facilitator, Rowena develops and delivers workshops on effective communication and leveraging LinkedIn.

- President, International Association of Business Communicators (IABC) Canberra chapter
- Mentor, Canberra Women in Business Mentor Program (2022 - 2024)
- Volunteer Consultant - LinkedIn profile optimisation, Project Placed