

Astral Sligo

Digital Content Strategist
contentmarketing.nz

About me

Hi, Kia ora! I'm Astral.

I'm a content strategist and copywriter based in Heretaunga/Hawke's Bay.

If you're looking for a solutions-focused digital marketing all-rounder who loves to plan and create data-driven, practical, evergreen content that tells the story of your business and amplifies reach and engagement; you've found me!

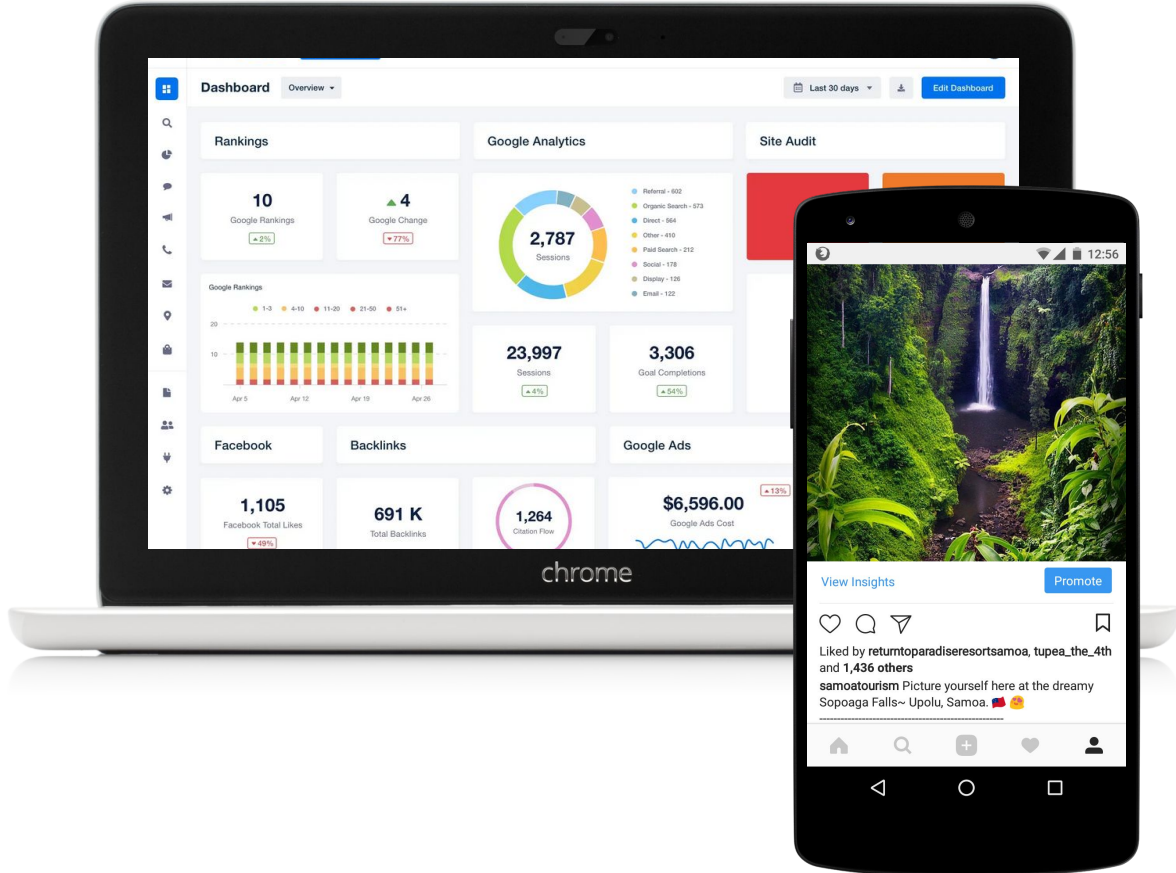
Skills & expertise



Portfolio samples

Digital marketing consulting

I work with clients to increase organic reach, develop and implement SEO best-practice, content and social media strategies (including EDMs, digital audits and reputation management strategies).



Take an aerophobia course to manage flight anxiety

Although no two anxious flyers are alike in their triggers and in how they experience the anxiety, experts agree that the best way to overcome the phobia of flying is by combining education about the flight process with gradual and repeated exposure. This controlled exposure therapy allows you to gradually face your fears in a safe and supportive environment.

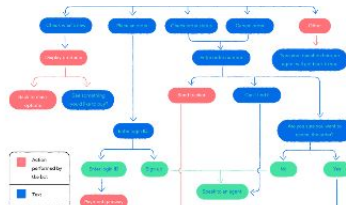
Free yourself from fear with oVRcome

We've partnered with Christchurch-based anxiety experts oVRcome to bring you a low-cost exposure therapy programme that you can access at any time and from anywhere.

Using your smartphone and the oVRcome virtual reality headset, you can access clinically proven exposure therapy lessons that will help ground your fear of flying for good.

- Audio lessons and exercises developed by clinical psychologists
- VR simulations include common anxiety triggers such as getting to the airport, boarding the plane, flying through turbulence and landing
- Subscribe today and start your audio lessons immediately
- Available worldwide – VR headset is delivered to your door*

Backed by the latest research and clinically-proven techniques,



Account & billing



Billing & payment

- 2024 Broadband Price Change FAQ
- How to make regular or one-off payments by online banking or with a direct debit or credit card
- Understanding your Pay Monthly bill



Manage account

- Stores operating under the Covid-19 Protection Framework
- 2degrees and Covid-19
- Help using your 2degrees – our online portal
- Spend Control helps manage your Pay Monthly plan inclusions & Add-ons

What can I pack?

Understand what you can and can't take on your flight and which items you need to advise us about.

There are four important things to consider when you're packing your bags to fly with Air New Zealand.

[Expand all steps](#)

1 Leave these forbidden items at home

Some things were never meant to fly

For your safety, and the safety of others, these are the items you absolutely must not bring on board.

[Show more](#)

2 Don't pack these common items in your checked-in bags

There are specific rules for flying with these items

Understand what to do when travelling with batteries, power banks, portable chargers, charging cases for in-car devices, vaping devices, lighters and safety matches.

[Show more](#)

3 Check that your carry-on bags meet security requirements

Following these rules will help you get through airport security checks faster

There are some things you must not take into the aircraft cabin and some that must meet specific conditions.

[Show more](#)

4 Tell us if you're planning to fly with these items



Need some help?

Service content & design: simplifying complexities

From information architecture and wayfinding to breaking down difficult processes into easy-to-understand steps, chatbot flow, kiosk handling, or FAQs; I love to eliminate barriers to understanding or compliance.

Product owner & manager + sales

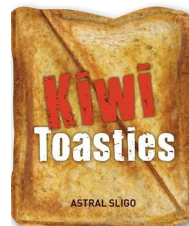
Co-owner & Publisher of [What's on in Wellington](http://www.whatsoninwellington.co.nz) 2015-2019.

- 35,000 copies published three times a year.
- Visitor guide available in i-sites & info stands nationwide.
- Complemented with website & Facebook page for local market.



Out-of-the-(bread)box-thinker & writer for hire

Kiwi Toasties - dreamed up, wrote & powered the publicity & special sales for this toast-shaped book.



Great Kiwi Firsts - commissioned by Allen & Unwin. They gave me a book title and a six-month deadline.

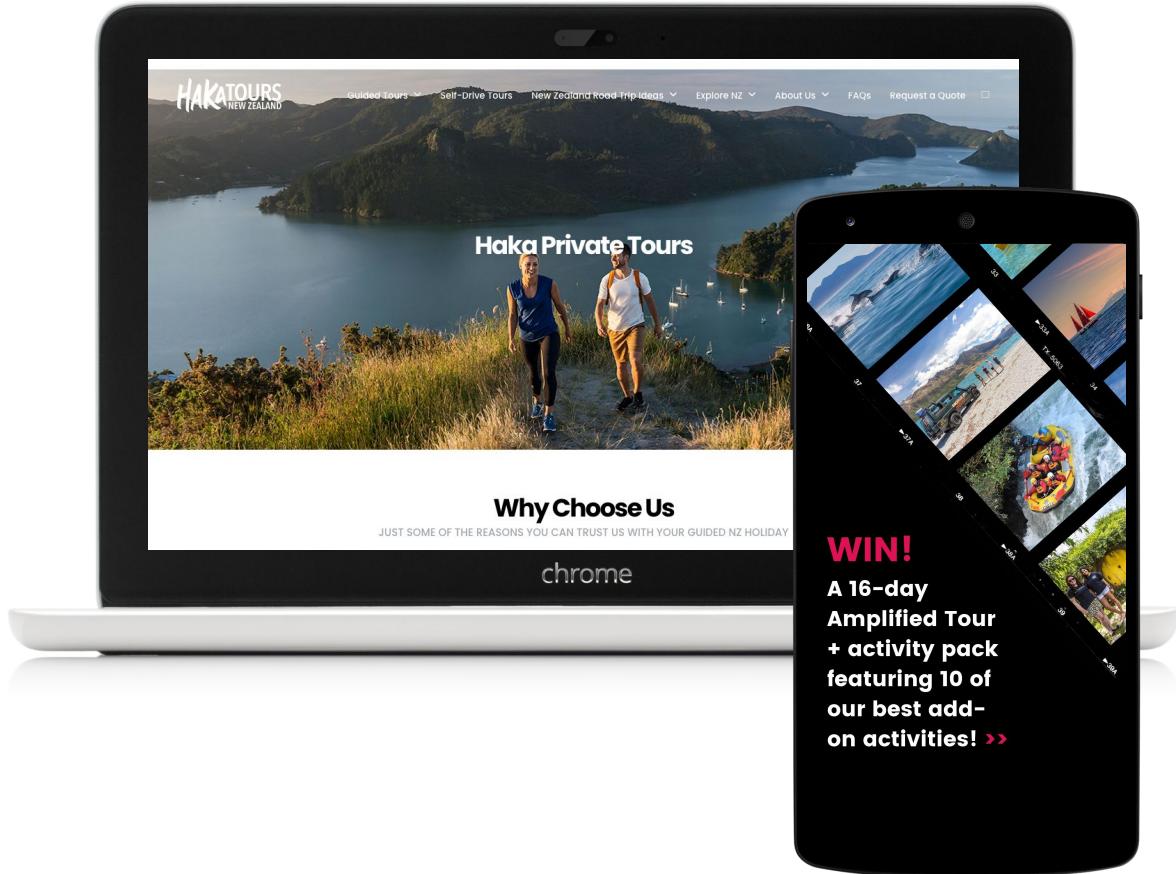


I've either written to or created **Tone of Voice** guidelines for these brands.

Digital content creation

I was employed by [Haka Tourism Group](#) to overhaul the structure and content of four websites and create their B2B site from scratch.

Social media management for Haka Tours, Haka Hotels and Haka Lodges across Facebook and Instagram.



Currently I'm

Listening to:

- ~ Lost & Founder, Rand Fishkin
- ~ Content + AI - podcast

Learning:

- ~ Learning Design & Development microcredential - Udemy

Reading:

- ~ The Overstory, Richard Powers

Watching:

- Too many 'Ikea hack' reels



Contact

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