

MIKAELA SMITH

CONTACT



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Wellcamp, Queensland.

As an experienced entrepreneur, I bring over 12 years of business ownership, including specialised operational experience in both the Diesel Fitting sector and the creative Events Management space. This dual background provides profound commercial acumen and a comprehensive understanding of diverse business needs, from blue-collar services to client-facing strategy.

I possess foundational knowledge and proven commitment, demonstrated through my active involvement with the Toowoomba Chamber of Commerce. This professional experience, combined with my personal residence in Wellcamp (balancing family with a hobby farm), highlights a strong dedication to fostering sustainable growth throughout the entire Toowoomba region and its rural community.

I have Proven ability to build and sustain high-value relationships with key clients, vendors, and external partners, consistently achieving successful contract renewal rates and positive stakeholder outcomes. This is coupled with expertise in fostering strong, productive working relationships across internal and cross-functional teams, allowing me to effectively mediate complex challenges and align diverse groups toward achieving shared organisational and strategic objectives.

Expertise in translating high-level organisational objectives into practical, measurable operational plans. Consistently utilise a data-driven approach to identify systemic inefficiencies, streamline processes, and allocate resources effectively to mitigate risk and ensure alignment with core business priorities.

Highly competent in utilising core customer relationship management (CRM) tools to streamline client workflows and manage data efficiently. Expertly leverage various digital platforms for advanced analysis and reporting, while maintaining the strong practical knowledge necessary for ensuring smooth and effective operational delivery across different business functions

SMITH Diesel Fitting Pty Ltd

2013 – Current

Owner / Business Manager

Successfully owned and operated a small business for over 12 years, consistently driving continuous year-on-year growth and profitability. Demonstrated strong leadership qualities while overseeing a diverse team of eight, which included both Diesel Fitters and Office Administrative staff. Successfully ensured alignment between technical operations and administrative support. This sustained success was built on decisive leadership, deep commercial acumen, and the implementation of robust strategic models that effectively translated long-term vision into measurable commercial outcomes within a competitive market environment.

Accreditations and Training

- Australian Rural Leadership Program – Community Leadership program 2024.
- Risk Management training.
- Sales and Marketing Registration.
- Business Management and Communication program.
- Business systems training.
- Certificate in Events Management.
- CRM and Ticketing Software Training.
- WHS/OHS training
- Responsible Service of Alcohol (RSA).

Key Roles and Community Involvement

- Creative Director at Your Events Group
- Owner of Pop Up Picnics and Events
- Owner / Business Manager at SMITH Diesel Fitting Pty Ltd
- Founder of Social Me Community
- Member of Toowoomba Referral Group
- Toowoomba Chamber of Commerce Member
- Community advocate - (Community Changemakers SWQ)
- Australian Rural Leadership Program Alumni
- Rural communities advocate
- Lions Club of Westbrook and Districts Member
- Sponsor of local sporting communities
- Member of Women On The Move
- Women's Network Australia Member

Your Events Group Pty Ltd Pop Up Picnics and Events

2024 – Current

Owner / Creative Director

In two years as a business owner in the events sector, I successfully established and grew a thriving firm, demonstrating rapid market penetration and strategic success. Providing direct supervision and leadership for a team of two, guiding daily workflow and professional development. This growth was built on decisive creative leadership and strong project execution, quickly establishing deep commercial acumen while implementing robust processes that ensured the seamless delivery of high-impact events and positioned the business for long-term competitive advantage.

1 Property Centre / Professionals Toowoomba Central

2007 – 2023

Sales and Marketing Agent

I brought over 16 years of comprehensive experience across high-stakes property sales and strategic real estate marketing, possessing profound business insight into local market cycles. I consistently excelled at developing targeted property campaigns, drove market penetration in key suburbs, and cultivated high-value vendor relationships to efficiently qualify client needs, create persuasive value propositions, and generated significant, measurable revenue growth and increased listings volume.

References –

Sarah Latcham
Amplify You
0438 727 209

Cath Aspromourgos
Rumours
0402 456 857

Matt Norton
Ag DSA
0418 446 245