



CELENA MASTERS

DIRECTOR - COMMUNICATIONS,
MARKETING & DIGITAL

**BUILDING
CAREERS,
FOSTERING
SUCCESS**

BIO

Celena Masters is a seasoned recruitment professional with a career spanning over 15 years. Since entering the recruitment industry in 2006, Celena has honed her expertise in providing end-to-end search and selection services for her clients.

For the past 6 years, Celena has recruited for clients throughout SA, NSW and VIC, while working with a global recruitment firm. Specialising in the areas of MarComms and Digital, she has successfully recruited top-tier professionals for a wide range of organisations. Celena's approach is characterised by honesty, transparency, and a deep understanding of her clients' unique needs. She excels in advising clients on the most effective strategies for engaging the market and positioning their brand for success.

Over the last 3.5 years, Celena has developed a particularly deep understanding of FMCG, Pharmaceutical, and Retail industries. She is adept at sourcing exceptional talent and providing valuable insights on structural optimisation, operational responsibilities,

and driving change and transformation agendas within these sectors.

Now, as part of Reo Group, Celena aims to leverage her expertise to continue to add value to professionals operating in the dynamic realm of Communications, Marketing, and Digital. Her goal is to connect like-minded individuals, fostering synergistic relationships that propel businesses and careers forward.

With Celena's extensive knowledge, unwavering commitment to excellence, and passion for connecting talent with opportunity, she is poised to make a significant impact within the CMD space.

CONTACT

Celena Masters
Director - Communications, Marketing
& Digital
E: celena.masters@reogroup.com.au
M: 0423 016 564