

A university graduate with a bachelor's degree in media (journalism), looking for my first creative role. I have experience in marketing, copywriting, journalism and creating promotional social media content.

SKILLS SUMMARY

- Creative and technologically competent with great attention to detail
- A confident, friendly communicator with a can-do attitude
- Excellent at multi-tasking and time management around strict deadlines

EDUCATION

Bachelor of Media majoring in Journalism — University of Adelaide • Graduated December 2020

Media and Communication for the Fashion Industry — IED Istituto Europeo di Design (summer program in Florence, Italy) • January 2020

Social Media Marketing Certification Course — HubSpot Academy • May 2021, retook exam May 2023

Introduction to Interior Decoration — TAFE SA • July to September 2021

Introduction to Fashion Styling — TAFE SA • July to November 2017

EXPERIENCE

SEO Copywriter and Digital Marketing Intern — Edible Blooms • August — November 2020

- SEO blog copywriting and writing product description web copy
- Thoroughly researching blog topics, and sourcing royalty-free images
- Editing the backend of the company's *Google My Business*

Fashion Intern — The Co.Lab Agency: Fashion Wholesale • July — October 2020

- Social media creation/curation of fashion imagery and creating EDMs
- Admin duties such as customer service emails and text message campaigns, and data entry using the in-house CRM system
- Unpacking, steaming, pricing, and merchandising

Radio Adelaide Producer and Presenter • August — December 2019, July — October 2020

- Produced and presented an on-air show within a team
- Created engaging and interesting audio segments by interviewing suitable talent, researching various topics, and audio editing
- Sourced credible news stories to write morning news bulletins
- Developed strong time management capabilities, especially around strict deadlines due to the on-air nature of radio

EMPLOYMENT HISTORY

Waitress (customer service) — Marcellina Munno Para, SA 5115 • August — December 2015

- Provided customer service in person and on the phone
- Replenishment of stock and general tidy up of restaurant counter/front area
- Use of EFTPOS/cash handling

VOLUNTEER EXPERIENCE

Content Editor and Writer — Fresher Mag • 2021

- Edited contributor's articles and suggested changes
- Coordinated and attended meeting's for our writer's group
- Wrote an *Op Shop Guide of Adelaide* article

Marketing Director — Adelaide Fashion Collective (University Club) • August 2019 — 2021

- Photographing students' outfits and helping with the implementation of events on campus
- Simple graphic design work — creating social media graphics for events
- Sourcing suitable content such as articles and career tips to post on socials

Communications Officer — Adelaide University Media Association (University Club) • March — November 2020

- Manage all social media accounts by uploading content, creating and promoting events, and replying to queries through social media and email
- Graphic design work — creating social media content through Canva
- Helping with the implementation of events on campus

Harbour Town Work Experience with Tamara Nicole and Jodi Nash • 2017

- Preparing written content (including styling tips) for the Harbour Town blog
- Sourcing clothing, accessories, and homewares + steaming garments
- Assisting with lighting and outfit changes during photoshoots

Various Experience as a Back and Front of House Events Assistant — Adelaide Fashion Festival • 2017 & 2018

- Assisting backstage, greeting guests, and handing out refreshments
- Helping to dress the models and assisting with styling when needed
- Steaming garments