



# MATTHIAS HINE

## Marketing and Communications Specialist

Amsterdam | Melbourne

[matthiasjhine@gmail.com](mailto:matthiasjhine@gmail.com)

+31 6 85 68 30 19 (NL)

+61 422 11 85 95 (AUS)

[www.linkedin.com/in/matthiasjhine/](http://www.linkedin.com/in/matthiasjhine/)

[matthine.journoportfolio.com](http://matthine.journoportfolio.com)

### SKILLS

Strategic Communications  
Digital Marketing  
Project Coordination  
Brand Management  
Stakeholder Engagement  
Events Coordination  
Website Development  
Social Media  
Strategy and Planning

### PROFILE

I am passionate about connecting people and developing strong communities through effective communications and marketing. I am an innovative and strategic thinker with an educational background in international relations. I have experience in developing creative content and providing high-level editing and proofreading, speechwriting, digital marketing and media relations.

With over eight years of administration, international communications and public relations, marketing and business engagement experience in the public, private and nonprofit sectors, I bring varied experience and creative value to each and every project I work on.

### EXPERIENCE

#### Marketing and Communications Specialist

*European Association of Geoscientists and Engineers, Netherlands*

Dec 2017 – Oct 2018

- Served as branding manager to coordinate the development and delivery of corporate communications across whole of organisation
- Developed high-quality communication materials including Annual and Directors reports, major membership campaigns, board and executive-level reports and presentations
- Managed the Community Hub at EAGE's flagship international conference and exhibition, and support booth and events communications for more than 30 events worldwide
- Website and digital management including design support, redevelopment, content production, digital marketing, social media monitoring and advertising

#### Communications Officer

*International School of Amsterdam, Netherlands*

Jan 2017 – Sep 2017

- Developed content, photographs and design for the ISA website, annual reports and the quarterly Connections magazine.
- Provided high level editing and proofreading support for school policy documents and publications
- Assisted communications for the school's professional development arm, the Centre for Development, Learning and Technology

#### Press Relations Officer

*Department of Economic Development, Jobs, Transport and Resources, State Government of Victoria, Australia*

Nov 2015 – May 2016

- Developed key narratives and communications strategies for the Investment and Trade divisions
- Prepared key media releases and ministerial speeches across the department and working closely with ministerial offices to develop high-quality content.

- Developed communications strategies for high growth sectors including innovation, digital technology, international education and life sciences: biotechnology, medical tech and pharmaceuticals.
- Developed and implemented major communications strategy for one of Australia's largest inbound trade missions, the Victoria Invitation Program

### **International Marketing Project Officer**

*Department of Economic Development, Jobs, Transport and Resources, State Government of Victoria, Australia*  
Nov 2014 – Nov 2015

- Prepared content for major redevelopment of the Invest Victoria website, including blogposts, news articles and marketing copy.
- Assisted in the development and implementation of marketing strategies and campaigns to position Victoria as a high-quality business location.
- Developed marketing collateral and the production and delivery of marketing materials for International Marketing clients including Invest Victoria, Trade and other DEDJTR divisions.
- Co-ordinated promotional activities for domestic and offshore events such as visiting journalist programs and industry specialist visits

### **Intern – Media and Communications**

*20<sup>th</sup> International AIDS Conference - International AIDS Society, Local Secretariat, Australia*  
Feb 2014 – Aug 2014

- Assisted coordination of high paced conference media centre; fielding enquiries and scheduling interviews with VIPs, delegates and journalists

### **Executive Management Support – Project Officer / Administration Officer**

*COMMUNITY WEST, Inc., Australia*  
Jul 2013 – Jul 2014

- Provision of Operations administration support to the Human Resources Team, understanding of and preparation of employee contracts, volunteer policies, qualification requirements

### **Community Development Intern**

*IMANI HOUSE, Inc., USA*  
Jan 2013 – Apr 2013

### **Customer Service Consultant**

*AEGIS AUSTRALIA, Australia*  
May 2010 – Aug 2011

### **Customer Service / Travel Consultant**

*TRAVELTRAIN HOLIDAYS, QUEENSLAND RAIL, Australia*  
Mar 2008 – May 2010

## **EDUCATION**

### **Master of Teaching (Secondary)**

*Deakin University*  
Feb 2018 – Present

### **Bachelor of Arts (International Studies)**

*RMIT University, Feb 2011 – Jun 2013*  
Graduated in June 2013 with Distinction

## **PROFESSIONAL DEVELOPMENT**

### **Digital Marketing Course**

*General Assembly*  
Aug 2015 – Nov 2015

### **Emergency Response Media Officer Training**

*Emergency Response Victoria*  
Nov 2015

**References available on request**