



GILLIAN SAXON

FREELANCE WRITER &
CONTENT PRODUCER

CONTACT

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PORTFOLIO

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BLOG

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SOCIAL MEDIA

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CAREER OBJECTIVE

I am versatile freelance writer with four years experience creating corporate and creative content for the commercial and government sectors. I am seeking a full-time position in social media and communications within government where I can apply my skills for continuous development.

PROFESSIONAL SKILLS

- Copy editing and proof reading
- Social media management
- Web content development
- Copywriting
- Feature writing & profiles
- Press release
- Public speaking & presentations
- Event management
- Corporate newsletters
- Project management
- Food styling & photography
- Market research
- Recipe development
- CMS management
- Stakeholder management
- Executive administration support

PROGRAMS & SOCIAL MEDIA

- Twitter
- Facebook
- Instagram
- Pinterest
- Snapchat
- Wordpress
- Google Analytics
- Mailchimp
- Campaign Monitor
- Sharepoint
- Squiz Matrix
- TRIM

EDUCATION

PROFESSIONAL WRITING AND EDITING ASSOCIATE DEGREE
RMIT UNIVERSITY, VIC | 2016

DIPLOMA OF PROJECT MANAGEMENT
CHIFLEY SCHOOL OF BUSINESS, VIC | 2013

DIPLOMA OF EVENT MANAGEMENT
WILLIAM ANGLISS INSTITUTE, VIC | 2006

BACHELOR OF SOCIAL SCIENCE (RECREATION & TOURISM)
NEWCASTLE UNIVERSITY, NSW | 1999

PROFESSIONAL EXPERIENCE

**FREELANCE EDITOR - FOOD & WINE
LATTE MAGAZINE**
BUSINESS CHICKS | 2013 - PRESENT

Each quarter I write about seasonal food and alcohol trends, party planning, review cookbooks and kitchen appliances/ tools, write original recipes, conduct food styling and photography, interview and do a Q & A on a chef or food personality. I also contribute articles to other parts of the magazine.

FREELANCE WRITER
SELF-EMPLOYED | 2013 - PRESENT

I have been a freelance writer since 2013, writing for a number of commercial businesses, publications and within government.

Feature writing
Copywriting & brand journalism
Social media management
Press releases
Fact sheets
Corporate Newsletter writing
Photography & food styling
Personal and business profiles

**EXEC ASSISTANT & DIGITAL COMMUNICATIONS
TARGET ONE MILLION INITIATIVE**
FISHERIES VICTORIA (DEDJTR) | OCT 2013 - PRESENT

As Executive Assistant I provide administration support to the Executive Director, Fisheries Victoria as well as the wider executive team including travel and event management, financial reconciliation & policy advice

As a Digital Communications Officer, I support the Target One Million Team by writing for social media, the web and media release. I also provide advice on story angles and storycraft.

Achievements include:

- Writing proposal and launching Fisheries Snapchat channel, and managing on-going content creation as well as training for staff
 - Drafted Fisheries Victoria Social Media Strategic Plan to support business goals
 - Developed strategic content planning calendar for social media
 - Successfully managed the FV Facebook page (readership 29,000+) during the 'Barra Ballot' campaign - the highest volume of traffic in the page's history.
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**EXECUTIVE ASSISTANT
COMMUNITY & DIVERSITY DIVISION**
VICTORIA POLICE | 2009 - 2010

Provision of Executive support to Superintendent of division.

**CONFERENCE COORDINATOR
AIRLIE LEADERSHIP & DEV CENTRE**
VICTORIA POLICE | 2007 - 2009

Management of venue staff, venue bookings, events, catering spend and staff training

COMMUNICATIONS PROJECTS & EVENT MANAGEMENT

COMMUNICATIONS ADVISOR (SECONDMENT)
EARLY CHILDHOOD REFORMS CAMPAIGN
DEPT EDUCATION & TRAINING | JUL 2016 - AUG 2016

Drafted a number of factsheets for the DET external website based on a complex evidence-based report highlighting links between family violence, emotional development and accessing educational services to early childhood learning.

Conducted interviews and contributed content to the newly launched corporate newsletter for the Minister for Families and Children. Learnt basic HTML to help build newsletter under supervision. The newsletter was distributed via Campaign Monitor.

Wrote profiles for award winners of the department's Children's Week Awards for the event programme.

COPYWRITER (SECONDMENT)
INTRANET REFRESH PROJECT
DEPT EDUCATION & TRAINING | JAN 2016 - FEB 2016

Worked with a team of five writers to rewrite entire contents of the DET intranet for tone, plain language and a new structure according to the DET style guide.

Upon launch, the new intranet site received a very positive response from staff and the Executive for well-written content and ease of navigation.

EDITORIAL INTERN
COOKED.COM.AU/ HALLIDAY WINE COMPANION
HARDIE JAMES PUBLISHING | SEPT 2016 - OCT 2016

Conducted interview and wrote profile piece for Cooked.com.au - Hardie Grant's food website.

Contributed to the events listing pages in Halliday Wine Companion Magazine by researching national food & wine events and markets then writing short descriptions of each.

EDITORIAL PROJECT MANAGER
FISHERIES CONTENT MIGRATION PROJECT
FISHERIES VICTORIA/ DEDJTR | 2013- 2015

Worked with a consultant to coordinate the migration of content to new Fisheries website following a major restructure within defined scope, time frame and budget.

Advised on the new information architecture in consultation with staff and the Executive through to the final stages. Negotiated with consultant for retained content against budget concerns throughout project.

Became the on-going Digital Editor overseeing the entire Fisheries website and managing a team of 10 authors. I trained staff in the Squiz Matrix CMS and edited content for tone, voice ensuring writing adhered to digital first principles for government.

PROJECT MANAGER
YOUNG PROFESSIONALS NETWORK FORUM
DEDJTR | 2013

Led a committee of eight staff to plan and execute event over 6 month time frame.

Collaborated with team to set project objectives, milestones, theme, venue, distribute \$30,000 budget, organise facilitators accommodation, transport and complete risk assessments.

The forum received excellent feedback from participants who felt they received a valuable development opportunity and generally felt more positive about their future careers within government.

COMMUNICATIONS PROJECTS & EVENT MANAGEMENT CONT'D

**COMMUNICATIONS COORDINATOR
YOUNG PROFESSIONALS NETWORK**
DEDJTR | 2012 - 2013

Created a new template for the monthly YPN newsletter

Wrote, edited and distributed the monthly YPN Newsletter via Mailchimp and tracked engagement

Created promotion flyers and EDM for upcoming events

**INTRANET EDITORIAL COORDINATOR
INTRANET REFRESH PROJECT**
VICTORIA POLICE | 2010

Consulted with Strategic Communications department to build new information architecture for Victoria Police's new intranet which would eliminate obsolete pages and improve navigation.

Trained staff across the department in how to use the new content management system.

PUBLISHED WRITING

Cooked.com.au
Halliday Wine Companion
Latte Magazine

Broadsheet Melbourne
Kudos (Quest) Business Travel Magazine
Comparethemarket.com.au

GRAM Magazine
Huffington Post
RMIT 2015 Anthology

AWARDS

TOP 30 BLOG FINALIST
VOICES OF 2014 KIDSPOT NATIONAL BLOGGING
COMPETITION

FINALIST - EAT DRINK BLOG
NATIONAL FOOD WRITING COMPETITION 2013

INVITED SPEAKER
**NATIONAL GOVERNMENT CONFERENCE FOR EXECUTIVE
ASSISTANTS 2011**
'HOW TO INFLUENCE POSITIVE WORKING
RELATIONSHIPS IN THE OFFICE'

I presented to a group of 30 government staff on how to influence positive working relationships in the office. Using mixed media and emotive storytelling, I drew on public sector values, my own experiences as an EA and as a leader to provide practical tips on how to use emotional intelligence to build morale.

I received wonderful feedback from participants and was invited back to speak the following year,

VOLUNTEERING

LEAD FACILITATOR & WRITER
THE WELCOME DINNER PROJECT, 2014 - PRESENT

I support Victoria's multicultural community by facilitating private dinner gatherings which promote connections between newly arrived people (refugees, immigrants, asylum seekers and international students) to Australia and the local community.

I am the liaison between host, participants and the project staff during each event ensuring it is an inclusive, respectful, safe and fun environment for all participants.

REFEREES

TRAVIS DOWLING
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