

education

Bachelor of Communication & Media Management, University of South Australia
– majoring in Journalism and Communications

Completion of SACE (Year 12), Mercedes College

programs skilled in

- Adobe Creative Suite (Photoshop, Lightroom, Premier Pro, Illustrator)
- Microsoft Office (Word, Excel, PowerPoint, OneNote) & SharePoint
- Facebook Business Manager, Hootsuite, LinkedIn
- WordPress, Sitecore
- Campaign Monitor, CRM

career history

Communications Officer (May 2019 – Present)

National Disability Insurance Scheme (NDIS)

[Key responsibilities and achievements](#)

As a/the Communications Officer for the Service Guidance and Practice Branch within the NDIS, I am responsible for:

- Developing technical communications plans targeted at internal stakeholders
- Managing key internal and external stakeholders to ensure quality communications are delivered.
- Constructing various communications including but not limited to newsletters, social posts, and bulletins
- Mentoring a range of staff, providing advice and leadership when required
- Managing several intranet pages
- Leading the publishing of guidance to the NDIS intranet, and communicating these changes to the agency
- Driving social initiatives through Yammer and alternative platforms
- Providing communications advice and support to the Service Guidance and Practice Branch where necessary
- Leading the development of a Monthly Improvement Package (MIP) which details important forthcoming changes and updates for the Agency in the months ahead
- Increasing daily hits and engagement on managed intranet and yammer pages.

Senior Communications & Engagement Officer (February 2019 – May 2019)

SafeWork SA - Contract

[Key responsibilities and achievements](#)

As a key part of the Communications team, my day-to-day activities included managing the agency's social media platforms, constructing the weekly and monthly e-newsletters, general copywriting, and assisting the team where necessary.

- Developing technical communications plans targeted to both internal and external stakeholders
- Constructing monthly social media plans for Facebook, Twitter & LinkedIn
- Social media monitoring across all accounts
- Constructing weekly and monthly e-newsletters based around relative industry news
- Media monitoring and creation of media reports
- Increased social media presence and engagement on all platforms, especially through Facebook.

Marketing Coordinator (September 2018 – February 2019)

Peet Limited - Contract

[Key responsibilities and achievements](#)

As a vital member of the marketing team, I was responsible for providing strategic content, advice, and media management, including but not limited to:

- Ensuring all point-of-sale, merchandising material, estate signage and sale support material is accurate, up-to-date, and high quality, produced on time and available in enough quantities to achieve sales objectives
- Utilising eDM software (and customer database software) to undertake regular eDM campaigns in line with the project marketing strategy
- Managing proactive and reactive social media
- Using Adobe programs to develop graphic design material (posters, cards, website banners, graphics etc)
- Contributing to town magazines and utilising outside the box thinking to gain a higher viewership and print number.

Communications & Content Coordinator (July 2018 – August 2018)

City of Adelaide - Contract

[Key responsibilities and achievements](#)

- Developing evergreen articles promoting investment opportunities in the city of Adelaide for the *Invest Adelaide* website (www.investadelaide.com.au)
- Effectively developing social media plans from inception to completion for various campaigns including the SALA Festival, State Planning Reform, and the Pawsome Art Trail
- Creating spring lifestyle guides for the City of Adelaide website (www.cityofadelaide.com.au)
- Successfully planning and executing photoshoots for the Pawsome Art Trail for use across multiple platforms (website, social media, and billboards throughout the city).

Communications & Engagement Advisor (May 2018 – July 2018)

SA Health (CALHN) - Contract

[Key responsibilities and achievements](#)

- Producing professional communication product including articles, bulletins and newsletters, briefing notes, presentations, speeches, and reports; generating social media and web content
- Managing and executing annual social media plans for BreastScreen SA through Facebook and Twitter
- Acting as a leader to our junior staff when my Director was on leave
- Liaising with key stakeholders to develop professional signage and television screen content for display in the Royal Adelaide and Queen Elizabeth hospitals
- Successful development of a professional training video demonstrating the correct IV insertion procedure for all Royal Adelaide Hospital staff to use.

Communications Officer (March 2018 – May 2018)

SA Health (Department for Health and Wellbeing) - Contract

[Key responsibilities and achievements](#)

- Sourcing information on behalf of clients and providing accurate and timely responses to client enquiries
- Coordinating advertising and events where appropriate, while coordinating the development and production of promotional materials
- Managing the SA Health social media accounts in line with SA Health policies and procedures
- Executing marketing plans for the annual Australian Red Cross Blood Services Red25 program and seeing an increased level of participation compared to previous years.

Digital Communications Officer (January 2018 – March 2018)

SafeWork SA - Contract

Key responsibilities and achievements

- Researching, writing, and presenting practical information in various mediums and styles for a variety of audiences, including digital platforms
- Playing a key role in the redevelopment of the *SafeWork SA* website (<https://www.safework.sa.gov.au/>), including rewriting content and working with stakeholders to ensure content is accessible and relevant
- Utilising eDM software (and customer database software) to undertake regular eDM campaigns
- Using Adobe programs to develop graphic design material (posters, cards, website banners, graphics etc).

Content Producer (October 2017 – January 2018)

South Australian Tourism Commission - Contract

Key responsibilities and achievements

- Rewriting all existing content and sourcing new imagery from the South Australia Media Gallery for the redevelopment of the *South Australia* website (www.southaustralia.com)
- Using Adobe programs to create new graphics and resize images
- Working closely with key stakeholders to best represent the hottest trends in the state of South Australia
- Building the new website from the backend using the CMS program Sitecore.

volunteer work

Intern & Contributor (August – October 2017)

GLAM Adelaide

referees

Claire Gough, Assistant Director, Operational Guidance, National Disability Insurance Agency

Claire.Gough@ndis.gov.au

0459 866 986

Former manager

Natasha Steen, Assistant Director, Process and Governance, National Disability Insurance Agency

Natasha.Steen@ndis.gov.au

0477 758 366

Former manager

Melanie Hortelano, Manager, Communications, SafeWork SA

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0421 337 930

Former manager

Sarah Axford, Communications Manager Environment and Climate Change, Department of Environment, Land, Water and Planning

Sares.axford@gmail.com

0408 299 545

Former manager