

Anastasia Prikhodko

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Education

- University of Technology, Sydney, Australia - Masters in Journalism (2014)
- University of Auckland, New Zealand - Double Major in English and Sociology (2012)
- Trinity College, New Zealand - Certificate in Speech and Drama (2010)

Positions Held

B2B Trade Journalist at Business Publishing Group (June 2018 – June 2019)

- Produced daily news and feature content across three online publications and a monthly print magazine.
- Sourced news stories and subedited the publications.
- Worked closely with advertisers to write sponsored content.
- Determined relationships with travel brands such as Royal Caribbean, Intrepid and Accor, as well as several PR agencies.
- Attended and covered conferences, events, and trade shows (interstate and international).

Freelance Journalist (July 2016 – present)

- Covering areas of coffee, food, wine, culture, sport, gender, travel, and sustainability.
- Regular contributor to Fresh Cup and The Coffee Magazine.
- Published in *Junkee*, *delicious.*, *Audrey Playbook*, *Concrete Playground*, *Crikey*, and *Broadsheet*.

Content Editor at Global Savings Group (January 2017 – January 2018)

- Wrote online content for brands such as Zalando, Amazon, and Samsung.
- Involved in the launch of new voucher platform on Metro.co.uk.
- Worked closely with the accounts and sales team to produce desired content.
- Daily use of Google Analytics/SEO/Adwords to monitor performance.

Social Media Manager/Communications, SheFarms (November 2016 – June, 2017)

- Developed a social media strategy to increase readership and a social media following.
- Contributed to the organisation of SheFarms fundraising events.
- Produced a quarterly newsletter and a monthly blog using MailChimp and WordPress.

Translator (Russian – English) inEvidence (February- June, 2017)

- Translated and edited case studies in English to Russian and vice versa.

Journalist, Creative Head Media (April 2015-June 2016)

- Produced and subedited two monthly magazines, website content, and a daily newsletter.

- Attended and covered national and international events such as ITB Asia and AIME.
- Video, print and online coverage of functions, events, and destination trips.
- Wrote online sponsored content.
- Set up a social media strategy.

Reporter, The Strathfield Scene Newspaper (April 2014-April 2015)

- Initiated the inclusion of vox-pops.
- Wrote local Strathfield news and feature stories.

Communications Coordinator, Pricing Insight (December 2014- December 2015)

- Facilitated the design of the website.
- Wrote content for the landing page.
- Interviewed CEO's, wrote case studies, blogs, and press releases.