

ROBBIE FERNWELL

CONTACT



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Melbourne

EDUCATION

Bachelor of Digital Media and Communications

Swinburne University

October 2022

Studies included film & TV, digital media, social media, sports media, esports, marketing, advertising, psychology.

Received top unit scores for my student internship with Cadmus & was selected to be part of an alumni panel to connect with incoming students.

Bachelor of Environmental Management

University of the Sunshine Coast

March 2020

I learnt the basics of chemistry, biology, ecology, and geology, plus sustainability, urban design and town planning, and cultural geography. This created a solid understanding of research principles, scientific studies, and report writing.

New Space Economy

Federal Institute of Technology in Lausanne

April 2023

This course focused on the current and future space infrastructures enabling telecommunication, broadcasting, geolocation and Earth observation, and how space data can enable new products and services to final customers on Earth.

PROFILE

I am a writer and digital marketer with experience across Mining, Sustainability, Tech, Pharmaceutical, Defence, and Space. Additionally, I am experienced in project coordination and communicating with a wide range of stakeholders across all levels, from student to CEO.

I am especially interested in developing teams, companies, and brands that are focused on producing world class products.

WORK EXPERIENCE

Marketing Manager

GlobalData

September 2023 - Current

I'm a copywriter, journalist, and digital marketer, guiding clients in Mining, Tech, Environment, Pharmaceutical, Defence, Aerospace, and more through their digital marketing strategy and content creation. Once having an initial content call with the client, I will work with them to shape their written content for company insights, interview their senior staff for Q&As, and provide check-ins and campaign updates.

I also take care of media partnership development, contacting and liaising with event coordinators to collaborate with major industry events around Australia, and overseas.

Researcher - Critical Space Infrastructure (Project)

Astra Program

December 2023 - March 2024

An initiative by the Australian Youth Aerospace Association, students and young professionals collaborated on a white paper with recommendations which we presented to the Australian space industry - including the Australian Space Agency. Our team's topic: Ensuring Resilience of Critical Space Infrastructure. The program provided us the opportunity to get feedback from, and to quiz, the likes of Darin Lovett (iLAUNCH), and Donna Lawler (Azimuth Advisory).

Market Research Coordinator

Beyond the Narrative

June 2022 - August 2023

As a qualitative researcher, I performed research across a range of industries, including FMCG, Architecture & Interior Design, Electrical, Pet, Not-for-profit, and Sustainability/ESG - throughout Australia, NZ, South-East Asia, and the USA. Clients I have worked with include Fonterra, McCain, Ocean Spray, K-Mart, FibreCycle/Kent Group, Schneider Electric, and ACTU. Areas of research include brand positioning, trends forecasting, customer journey mapping, segmentation, NPD, packaging testing, ethnography, and workshops.

The multi-faceted role involved strategically assessing client briefs, formulating research strategies & methodologies, writing & submitting research proposals, coordinating the scheduling of respondents, moderating group and one-on-one in-depth interviews, research analysis, and presenting debriefs. A large part of the role is client relationship management.

ROBBIE FERNWELL

PROFESSIONAL SKILLS

- Project coordination
- Stakeholder engagement
- Client relationship management
- Interview moderation
- Turning data into insights
- Analysis and report writing
- Story telling
- Blog & thought piece creation
- Strategy
- Presenting

TECHNICAL SKILLS

- Microsoft Office – Word, PowerPoint, Excel, Outlook & Teams
- Google Workspace
- Social media – Facebook, Instagram, Twitter, LinkedIn, Messenger, WhatsApp
- Canva
- Wix, Wordpress, Squarespace
- Mailchimp
- Salesforce

PERSONAL SKILLS

- Clear communication
- Interpersonal skills
- Rapport building
- Team leading
- Critical thinking
- Curiosity
- Problem solving
- Adaptability
- Emotional intelligence
- Proactivity

REFERENCES

Elizabeth McDermott, Manager at GlobalData

☎ 0407855092

✉ elizabeth.mcdermott@globaldata.com

Anna-Rose Stancombe, Director at Beyond the Narrative

☎ 0407434218

✉ annarose@benarrative.com

WORK EXPERIENCE

Marketing Assistant (Part-time)

Melbourne Space Program

February 2023 - June 2023

The Melbourne Space Program is a non-profit initiative by the University of Melbourne, providing students with a platform to flex their science, engineering, and business skills through real-world applications. MSP develops satellites, humanoids, and other amazing robotics. As part of their marketing team, I helped to ideate and execute social media campaigns, newsletters, and other content, while researching and engaging with professionals within the space industry.

Student Intern

Cadmus Education

May 2022

Cadmus is an EdTech startup, providing an online assessment platform for tertiary education. During my short stint with Cadmus, I was tasked with researching and writing a blog for their website. In doing so I was asked to balance the adoption of their brand voice and content intentions, while also bringing a fresh perspective as a digitally-based student. I also created and scheduled content for their LinkedIn and Twitter.

Marketing Assistant & Store Manager

Kokopod Chocolate

March 2021 - May 2022

I managed Kokopod's retail store, including inventory management, customer service, assisting with workshops, and team leadership and training. I also assisted with CRM, EDMs, social media, market research and analysis, copywriting and graphic design using Canva. During my time there I helped the director and operations manager to plan and expand our business capabilities to become a Woolworths partner.

Department Manager

Coles Supermarkets

2012-2021

I specialised in customer service, stock control, and managing a high-performing team. The position also required roster management, department budgeting, and meeting daily process compliances. Performance was tracked via a range of metrics including daily, weekly, monthly and YoY KPIs. I helped to open two new stores in the region, the latest store having the second-best opening year for a store in Coles' history. I also represented my last store at regional meetings to discuss store and team-based initiatives.

A bit about me

Growing up on the Sunshine Coast, I developed a passion for the ocean through bodyboarding. This is part of a broader appreciation I have for the outdoors, particularly a humbling wilderness. I have a love of the sciences, space, sports, cooking, gaming, and either reading or listening to podcasts on anything from science and technology, to language and philosophy. While I consider myself somewhat of a futurist, I have a reverence for traditional craftsmanship such as Japanese kitchen knives and bean-to-bar chocolate.