

Personal Details

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Summary of Qualifications

Tertiary Education

QUT – Bachelor of Communications (Advertising/Public Relations and Journalism) *February 2022 – present (part-time)*

Secondary Education

All Hallows' School (Year 12, 2020)

Professional Development and Training

- ✓ RSA – Responsible Service of Alcohol
- ✓ Debating Adjudicating Training (Queensland Debating Union)
- ✓ Blue Card – Working with Children
- ✓ Piano AMEB – Grade 7
- ✓ Violin AMEB – Grade 8
- ✓ Microsoft Word/Excel/Power Point/OneNote

Employment History

City of Moreton Bay Council

Role: Cultural and Communications Undergraduate (*Part-time*)

October 2024 – present

Activities:

- **Social Media Management – Instagram & Facebook**
 - Strategically manage and contribute to the social media presence of Galleries, Libraries, and Museums across the City of Moreton Bay.
 - Develop and schedule engaging, high-quality content tailored to diverse audiences, with a focus on community engagement and cultural promotion.
 - Monitor social media metrics and analytics to refine strategies and ensure alignment with organisational goals.
- **Marketing Campaign Development and Execution**
 - Create comprehensive marketing plans for major cultural and community projects, in collaboration with City of Moreton Bay Council teams.
 - Develop detailed advertising strategies, including media selection, content creation, and targeting parameters.
 - Manage marketing budgets, track performance, and analyse campaign reach and effectiveness to inform future initiatives.
- **Video Production and Editing**
 - Film, edit, and produce dynamic video content tailored for social media, promoting events, exhibitions, and community programs.
 - Collaborate with curators, artists, and council staff to ensure videos reflect the cultural values and objectives of the organisation.
 - Utilise storytelling techniques and platform-specific trends to maximise reach and engagement.

➤ **Google Business Account Management**

- Oversee and maintain the Google Business Profiles for Galleries, Libraries, and Museums to ensure accurate and up-to-date information.
 - Respond to public reviews and queries in a professional and timely manner, enhancing community trust and engagement.
 - Optimise listings to improve local SEO and visibility on search platforms.
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4ZZZ Radio

Role: Reporter/ Radio Presenter (*Freelance*)

June 2024 – present

Activities:

➤ **Weekly News Bulletin Production**

- Write, produce, and present timely and engaging weekly news bulletins across various platforms, ensuring accuracy and adherence to editorial guidelines.
- Coordinate with newsroom teams to align content with current events and audience interests.

➤ **Interviewing & Story Development**

- Conduct in-depth interviews with respondents, witnesses, and subject matter experts to gather key insights and human-interest angles.
- Produce compelling news packages based on collected interviews and field research, maintaining ethical journalism standards.

➤ **On-Air Voice Presentation & Announcing**

- Deliver live and pre-recorded broadcasts with professional voice presentation, tailored to target audiences.
- Serve as an on-air announcer, maintaining clarity, tone, and timing under tight deadlines and live conditions.

➤ **Audio Recording & Editing**

- Record, edit, and mix high-quality audio content using professional editing software (e.g. Adobe Audition, Pro Tools).
- Ensure all audio meets broadcast standards for clarity, pacing, and technical quality.

➤ **Digital Content & Social Media Engagement**

- Promote news stories across digital platforms and social media channels to drive audience engagement and reach.
- Adapt traditional news content for web publishing, optimising headlines and structure for digital audiences.

➤ **News Writing & Research**

- Research and write clear, concise, and informative news scripts for radio, online, and social media formats.
 - Verify facts and sources to uphold journalistic integrity and credibility.
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Paramount Australia & New Zealand

Role: Advertising and Marketing Account Executive (*Full-Time*)

April 2024 – August 2024

Activities:

➤ **Campaign Management**

- Coordinate and manage daily client advertising bookings across digital and broadcast platforms
- Create, launch, and oversee multi-channel campaigns, ensuring timely delivery and alignment with client goals
- Monitor multiple campaigns simultaneously, maintaining quality and meeting deadlines

- **Data & Performance Analysis**
 - Analyse campaign performance and historical data to guide optimisations and boost reach and engagement
 - Produce clear reports using Excel and analytics tools, presenting insights and recommendations to clients
 - Support post-campaign analysis to evaluate success and identify improvements
 - **Client & Agency Relations**
 - Act as a primary contact for clients, addressing day-to-day needs and ensuring expectations are met
 - Manage agency requests and ensure bookings comply with commercial guidelines
 - Coordinate sponsorship bookings and ensure all promotional elements are executed as planned
 - **Sales & Project Support**
 - Assist in preparing sales materials and presentations to support client pitches and proposals
 - Participate in internal projects and contribute to ongoing improvements in campaign delivery and workflow
 - Perform general administrative and support duties as needed
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The Comms Team (Specialist communication, creative and engagement consultant)
& Brisbane City Council

Role: Communications Officer (*Part-Time*)

April 2024 – May 2024

Activities:

- Work for Brisbane City Council on behalf of Comms Team in Metro Bus pop-up in Brisbane City
 - Communicate and distribute information to visitors for Brisbane City Council and Government information regarding future transportation and infrastructure
 - Service commuters on Brisbane transportation on how to get to certain locations
 - Develop and implement customer service and marketing strategies to optimise visitor experience and trust in the Brisbane Council
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One Mandate Group – Publication (Publishes books and multimedia campaigns aimed to create ideas for business and social development)

Role: Casual Content and Media (*Intern*)

January 2024 – May 2024

Activities:

- **Writing & Editorial**
 - Assist in content creation across multiple platforms, ensuring relevance and engagement
 - Write articles, conduct research, and interview sources to develop compelling stories
 - Investigate and develop story ideas, contributing to editorial planning and execution
- **Social Media Management**
 - Create, schedule, and manage social media posts to support company initiatives and campaigns
 - Monitor social media trends and audience engagement to inform content strategy
 - Ensure consistency and quality of social media messaging across platforms
- **Administrative Support**
 - Provide administrative assistance to various teams, ensuring smooth workflow and operations
 - Organise and coordinate staff appointments and meetings, managing schedules efficiently

Queensland Government Transport and Main Roads (TMR) – Translink Communications and Media Division

Role: Customer Liaison Officer (*Casual*)

March 2022 – May 2024

Activities:

- **Content & Media Support**
 - Collaborated with the media team to provide content for Translink's media platforms
 - Assisted in content creation and updates to enhance public communication and engagement
- **Customer Support & Service**
 - Delivered prompt, friendly, and professional customer support, consistently ensuring a positive experience
 - Addressed customer complaints with patience, escalating issues to management when necessary
 - Received a five-star commendation on the official Translink Feedback page for outstanding service
- **Operational Support & Reporting**
 - Attended regular briefings to stay informed on updates and upcoming events
 - Submitted detailed reports on shift activities to management for operational transparency
- **Route Planning & Assistance**
 - Assisted customers in planning their travel routes using iPads, ensuring accuracy and efficiency
 - Proactively anticipated customer needs, delivering high-quality service while maintaining brand standards

Are Media – Magazine Publication

Role: Media and Administration (*Intern*)

March 2022 – January 2024

Activities:

- **Client Social Media Support**
 - Assist with managing client social media accounts, ensuring content aligns with brand goals
 - Leverage platforms like Instagram, TikTok, and others to identify relevant content themes and trends
- **Content Creation & Design**
 - Design invitations, media posts, event materials, and presentations for clients
 - Edit short-term videos for events and social media, ensuring high-quality production
- **Reporting & Analysis**
 - Write public campaign reports for clients, summarising results and recommendations
 - Gather insights from social media performance to inform product enhancements and strategies
- **Administrative & Technical Support**
 - Perform administrative tasks using Excel, PowerPoint, and Word
 - Utilise Photoshop, Google Drive, and Dropbox for design and document management
- **Campaign & Trend Analysis**
 - Collaborate with the marketing team to design and execute paid media campaigns
 - Monitor social media trends and hashtags to enhance customer reach and engagement

Queensland Debating Union

Role: Adjudicator

April 2021 – January 2024 (Casual)

Activities:

- Determine winner of debate
 - Draft report providing a summary of the debate to the Queensland Debating Union (QDU)
 - Liaise with teachers, students and parents
 - Communicate with debating coordinators regarding QDU Regulations
 - Public speaking – give points of improvement
 - Provide an explanation that describes one team's advantage over another
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Music Teaching (private)

Role: Piano and Violin Teacher

March 2020 – present (Casual)

Activities:

- Violin teacher – Beginner to Grade 5
 - Piano teacher – Beginner to Grade 4
 - Preparation of invoices
 - Preparation of lesson plans (includes scales, music theory and oral skills)
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Sheike

Role: Summer Stylist/Sales Assistant

October 2022 – January 2022 (Christmas casual)

Activities:

- Provide excellent customer service in the retail setting
 - Serve at the register and use a POS system
 - Help style customers in the clothes around the store
 - Opened and closed the store, clean-up the floor
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T-Bones Fresh Food Market

Role: Cashier

February 2021 – February 2022 (Casual)

Activities:

- Handle customer complaints
 - Point of Sale Activities/ Cash Handling
 - Staff management
 - Product management
 - Stock handling
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O'Brien Food Group Australia

Role: Food Runner/Bartender/ Supervisor

July 2020 – January 2022 (Casual)

Activities:

- Utilise point of sales systems, EFTPOS, and cash handling
- Serve food to customers in stadium seats in a fast-paced environment
- Preparation of alcoholic, non-alcoholic beverages and snacks
- Assess customers to decide whether they can be served alcohol
- Managed a small team - administer staff breaks, handle customer complaints
- Provide high level updates to management

Referees available upon request