Ashleigh Whatson

Personal Details

Brisbane QLD 4013
Mobile - 0475 771 094
Personal Email - ashwhatson9@gmail.com

Summary of Qualifications

Tertiary Education

QUT – Bachelor of Communications (Advertising/Public Relations and Journalism) *February 2023 – 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

Redland Bayside News & Local Ipswich News
Role: Junior Journalist *(Full-time)*
April 2026 – present
Activities:

Core Reporting Responsibilities

- Produce high-quality local news coverage across community issues, human-interest stories, sport, and breaking developments.
- Conduct interviews with residents, community leaders, business owners, and event organisers to gather accurate, compelling information.
- Maintain strong awareness of local events, emerging stories, and urgent news situations to ensure timely reporting.

Writing & Story Development

- Write clear, engaging, and accurate articles for both print and digital platforms.
- Develop story angles that resonate with local audiences and highlight community voices.
- Collaborate with editors and senior journalists to refine content, strengthen narratives, and uphold editorial standards.

Photography & Multimedia Content Creation

- Capture high-quality photographs to accompany news stories and enhance visual storytelling.

- Create multimedia packages, including photo galleries, short clips, and interactive elements for online publication.
- Bring stories to life visually, ensuring content is dynamic, accessible, and audience-focused.

Video Reporting & Editing

- Plan, film, and present on-camera news reports for social media and digital platforms.
- Edit video content using professional editing tools to produce polished, engaging news segments.
- Write scripts and voiceovers for video stories, ensuring clarity, accuracy, and strong narrative flow.
- Adapt stories for video format, selecting visuals, pacing, and tone that suit fast-moving digital audiences.

Social Media Management (Instagram and Facebook Focus)

- Manage the organisation's Instagram and Facebook presence, including posting schedules, content planning, and audience engagement.
- Create platform-specific content, such as reels, short news updates, behind-the-scenes reporting, and community highlights.
- Monitor analytics and audience behaviour to refine content strategy and maximise reach.
- Respond to comments and messages to maintain a strong, trustworthy relationship with the community.

Field Reporting & Community Engagement

- Attend community gatherings, press conferences, and local activities to capture stories firsthand.
- Build relationships with local stakeholders to strengthen story pipelines and community trust.

Collaboration & Professional Development

- Work closely with editors and experienced journalists to ensure content meets editorial standards and deadlines.
- Participate in newsroom discussions, pitching story ideas and contributing to coverage planning.
- Continuously develop skills in reporting, multimedia production, and digital storytelling.

City of Moreton Bay Council
Role: Communications Assistant *(Full-time)*
October 2024 – April 2026
Activities:

- ***Social Media Management – Instagram & Facebook***

- Strategically manage 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.

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.

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

---

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

---

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

---

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)

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

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

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 and Portfolio available upon request