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Summary

Result-driven professional, offering client-focused digital and communication services. I deliver a breadth of experience from diverse business environments including retail, art and tourism. Able to work independently or as part of a team. I am passionate about setting the groundwork for exceptional customer experience and sales performance.

Skills

- Writing and editing
 - Event organisation
 - Problem-solving
 - Interpersonal skills
 - WordPress
 - Canva
 - Attention to detail
 - Website and Social media management
 - SEO
 - Blogging
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Experience

NSW Rural Fire Service

May 2021 – December 2022

Project PUA Upgrade Learning Assurance Officer (Contract)

Roles and responsibilities

- Work as part of a small Design team responsible for producing NSW RFS Fire Fighter training courses (Manual, Workbook, Training and Assessment Strategy, Training Guide, Assessment Guide and PowerPoint).
- Work closely with content creators and Subject-matter experts in the Learning and Design team to produce high-quality documentation through accurate, timely transcription and proofreading
- Uphold established NSW RFS protocols and style guidelines.
- Prioritise duties to meet deadlines.
- Identify inaccuracies, errors and inconsistencies.
- Demonstrate strong technical proficiency in computer applications and NSW RFS-specific software and hardware.

Key highlights and achievements

- My attention to detail and focus on learner experience, gained me recognition from supervisors and subject-matter experts. In August 2022, I was responsible for the final step in proofreading the course documents before print.

Blue Mountains Tourism

August 2018 – May 2021

Social Media Coordinator (Freelance)

Roles and responsibilities:

- Define, create, and execute the social media calendar. Ensure a coherent and consistent brand identity on social media as well as alignment with the overall marketing and strategies.
- Coordinate and execute regular Consumer and Member newsletters using MailChimp with editorial governance consistent with the organisation's brand, voice, style, and tone of the organisation.
- Use metrics to report on the success of the social platforms and make recommendations on the findings.

Key highlights and achievements:

- #GoBlue – a Destination Marketing Campaign in collaboration with the Blue Mountains City Council, Blue Mountains Tourism, and National Parks and Wildlife.

Waradah Aboriginal Centre

December 2016 – September 2019

Sales / Education Coordinator/ Content Writer

Roles and responsibilities:

- Deliver SEO-optimised creative copy for brochures, product descriptions, promotional marketing campaigns, press releases and staff education training manuals.
- Ensure a coherent and consistent brand identity on social media as well as alignment with the overall marketing and merchandising strategies.
- Analyse site performance metrics via Google Analytics and made recommendations to improve web content user experience.
- Establish close working relationships with national and regional tourism networks. Represent the centre at networking and trade events.
- Ensure exposure for the centre and a consistent brand voice by managing freelancers, influencers and collaborators.
- Manage the Centre's gallery of aboriginal artwork including stock control, staffing, budget and sales documentation.
- Coordinate and lead education programs for visiting overseas and domestic students.
- Facilitate Aboriginal art workshops for 5 – 50 students. Developed a 60-minute interactive program where students experienced the Australian Indigenous tradition of storytelling through art, song, and dance. Following a cultural talk and a demonstration of the techniques, the students use the knowledge gained to tell their own stories using the Australian Indigenous methods.
- Keep detailed and accurate records of visiting schools and overseas student organisations. Confirmed numbers, date and arrival time, and special requirements prior to the event. Make follow-up enquiries to the student's experience and future bookings.
- Ensure superior customer experience by implementing a customer satisfaction survey to identify opportunities and shortfalls. Worked closely with the Director and Production team to ensure appropriate product enhancements, upgrades, and fixes to product offerings.

Key highlights and achievements:

- In the first 8 months, I achieved 800+ organic followers on Facebook and a consistent 12% engagement rate per post.
- Established the Centre's online Art store in 2017. In its first year, the online store generated 15% of the gallery's sales.

Your Bookshop

September 2011 – July 2016

Event Coordinator/ Content Writer

Roles and responsibilities:

- Establish, develop and refine a consistent brand voice and identity across various digital platforms and print media.
- Create and administer copy for social media, newsletter and website.
- Interview key industry personnel and write engaging, relevant blogs and articles to drive brand proposition
- Maintain a positive working relationship with publishers for continuous sales through author talks and festival events. Work closely with publicists and venue coordinators to ensure the smooth execution of events.
- Represent the business at networking events and develop strong working relationships with key personnel in the industry.

Key highlights and achievements:

- Facilitate Western Sydney Children's Writers' Festival (2014 & 2015) in collaboration with Sydney Writers' Festival.
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Education and Training

Bachelor of Information Science and Communications – University of Technology, Sydney

Certificate I in Information, Digital Media and Technology

Personal Accomplishments

- Feature writer at Mahboba's Promise, 2020
 - Author of over 45 blogs at bserov.com with a strong emphasis on writing and social media tips
 - Three times internationally published author. Bestselling Australian Debut novel, 2013 (The Russian Tapestry).
 - Speaker at Sydney libraries and schools, NSW Writers' Centre, Byron Bay Writers' Festival, and Australian Book Expo.
 - Australian Independent Bookseller Awards judge, 2014 and 2016
 - Oxfam 100km Trail Walk, 2011
 - Sydney Morning Herald Half Marathon, 2010
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Referees upon request