



**My background** includes more than **11 years’ experience** in the communications and media industry with expertise in print media, communications, marketing, photography, social media marketing, graphic design, broadcast journalism, editing and online content management. I have worked in Government departments, local government, not-for-profit, newspapers, television, magazines, blogs and websites. I have the ability to build positive and respectful empathic relationships with those in need, without prejudice. I put a piece of myself into whatever I do and I am committed to creating opportunities and positive outcomes for marginalised community members.

I believe that I have very special qualities to share and when I work somewhere where I can drive advocacy and affect change, I will be an asset to that team. I build relationships and connect people through my passion, enthusiasm and integrity. I have a heart for social justice and advocacy and I have **qualifications in Journalism, Communications and Community Services**.

## **EXPERIENCE:**

### **iLA (Independent Living Assessment)**

*Digital Marketing Coordinator* Jan 2021 – current

I am currently finishing up an 18-month contract with [iLA](#), where as a team, I have co-managed iLA’s general day-to-day marketing duties, along with the additional brands, [AT Chat](#) and [KeepAble](#). This work included updating the websites built on Wordpress and Sitefinity; managing 11 brand social media channels through Sprout Social on various platforms including Facebook, LinkedIn, Instagram and Twitter; writing and editing content, [graphic](#) and campaign creation; community engagement; [photography](#) with community members and the teams; event assistance; brand management; collateral creation; [newsletters and EDM’s](#); an organisational rebrand; media releases and liaison; the launch of a [Portal](#), [eLearning platform](#) and [Navigator program](#); [expo and event stall holding](#); interviewing and story-telling. I created a series of stories in my early days at the organisation called: ‘[Active April – Health in Focus](#)’, which consisted of four articles aimed at core messaging around staying well in the disability community and Covid. I couldn’t be prouder of the work I was a part of whilst working at iLA and the connections I made along the way with both the community and stakeholders. Through this capacity-building approach, we told the stories that mattered.

**Highlights:** A big body of work had comprised of my [Live, Play Work articles](#) which enables the assistive technology (AT) user to share their story and co-design that process with likeminded organisations. To create more accessible content, [I created podcasts of these stories](#), so the community can listen to the AT stories. I worked on one story with a young woman and [part one of her story](#) reached more than 21,000 people through organic non-paid engagement.

### **Tjiwarl Aboriginal Corporation**

*Communications Officer* Jan – May 2020 – Contract

During my time with Tjiwarl Aboriginal Corporation, I contributed to organisational brand building. Tjiwarl AC was a brand-new organisation that was setting up as a not-for-profit following their self-determination acknowledgement. I created a Communications Proposal which identified the needs of the organisation, gaps in the market and strategies to execute to set up their brand and identity. I [worked on creating content for the website](#), designing marketing materials and signage, [creating templates and wording for both the EDM](#) and quarterly hard-copy newsletter, creating a style guide and [writing manual](#), brand visualisation and colour scheme and many other tasks to support office set-up.

**Highlights:** I delivered all written content for the new website set-up, liaised with external website designers and provided 'look and feel' deliverables including a new site map, brand collateral and key functionalities we would need. This went on to become the foundation for the [new Tjiwarl website](#).

## Community Matters Media

**Communications Consultant/Photographer/Story-teller** Dec 2019 - current

My business '[Community Matters Media](#)' specialises in telling the 'stories that matter' in the community and giving a voice to the voiceless, with a focus on care, advocacy and relationships. I believe everybody has a [great story](#) waiting to be told, but not everyone knows what to do with it. I have built Community Matters Media out of an idea to expand on my personal ventures with social justice and advocacy through a person-centred holistic approach. My clients include: the Centre for Women's Safety and Wellbeing, Orana House Women's Refuge, Phoenix Support and Advocacy Service and the Australian Labor Party WA.

### Highlights:

- Recently, with my client [Phoenix Support and Advocacy Service](#), I have been providing them with targeted [end-to-end EDM campaign creation](#) and rewriting and redesigning their whole website. I helped them move from a static site, to an interactive place to facilitate conversations about meaningful change in the sector.
- As a photographer, I was hired to shoot [the Community Cabinet events across two days](#). This involved [shadowing an MP](#) as they attended political visits throughout the Electorate and attended special VIP events including press conferences, with the Hon Mark McGowan, Sue Ellery MLC, Simone McGurk MLA, Roger Cook MLA, Paul Papalia CSC MLA, Stephen Dawson MLA, Reece Whitby MLA, Hon Don Punch MLA.
- For the fourth year, I will be the event photographer for the Annual Silent DV Memorial March with the Women's Council. Here are my [photos](#) and [article](#) from 2020, and the [photos](#) and [article](#) from 2021.

## Stopping Family Violence

**Digital Marketing Coordinator** April – Dec 2019 – Contract

At Stopping Family Violence, as the Digital Marketing Coordinator, I spear-headed the social media strategy and delivered engaging content across all platforms, including Facebook, LinkedIn, Twitter and Instagram, using Hootsuite. I provided a comprehensive communications strategy and made decisions on content (soft/hard), [designing marketing](#) and advertising collateral. I represented the company at various networking events in the sector, including the [Intersectionalities Conference](#), training events and an [Aboriginal Health Festival](#), working in [community engagement](#) and [photography](#).

**Highlights:** I executed a [social media marketing campaign](#) (#BehindTheViolence) which increased our audience engagement by 67%. In just under two months, I increased the [Facebook](#) 'likes' from 115 to 370, and my content organically had a reach of up to 1650 people. The page continued to grow and we sat at **1,011 'likes'** at the time I departed. At this time, the page had reached 6.7k people, with an engagement rate of 2.3k, during the content I delivered for the [#16DaysinWA campaign](#). From April to December 2019, there was an increase in 804.54% total 'likes' and at the end of November, we reached an organic reach of 4,345 up from 29 in April.

## City of Subiaco

**Communications Officer** November – December 2018 - Contract

At City of Subiaco I compiled content and liaised with designers to produce the weekly [Subiaco Scene](#), source and write 'good news' stories, wrote media releases, took photos, edited documents, and [conducted weekly manual media monitoring reports](#), assembling all Subiaco-related media coverage to send out to internal and external stakeholders.

## Amnesty International (volunteer)

## **Communications Officer** November 2017 – 2019

Ensuring stories that Amnesty represents are heard by a diverse, growing audience. I was part of a team that utilised Media Releases, Radio, Print, Facebook, Instagram, Twitter, Email, SMS Blasts and marketing to promote human rights for all. I regularly contributed to Amnesty WA's blog, '[Doing Justice](#)'.

## **Therapy Focus**

### **Communications Officer** May – October 2018 – Contract

I created new, exciting and engaging content for the website, social platforms, [monthly E-newsletter](#), [weekly staff update](#) and [InFocus](#) quarterly hard copy magazine. I created the staff update, e-newsletter and EDM's for the 20/20 campaign mail-out. This was also launched on a new anniversary website and a hard-copy book was created. I pitched ideas for articles to [write family's stories](#) and to promote services and took photographs for publication purposes. I worked on the 20/20 campaign, telling 20 stories of Therapy Focus for their 20<sup>th</sup> anniversary. I worked on the [annual art competition and book launch event run by Therapy Focus](#). I have written Media Releases and had them published by local area-specific publications. I edited and updated documents and policies and created posters and information flyers for therapists to distribute. I had also ghost-written articles for Therapist blog items.

**Highlights:** Working in a high-volume environment, I delivered tasks on time and had fantastic feedback from therapists, colleagues, families and clients. I received an email that was sent to my manager and the CEO regarding my work over [NAIDOC week](#) and the [two stories](#) I had written, following a [massive response on social media](#).

## **NOW/WOW Program (North Metro TAFE)**

### **Assistant Teacher/Group Facilitator/Media/Brand Management** October – December 2017

Supporting the NOW (New Opportunities for Women) and WOW (Wider Opportunities for Work) programs, I provided assistance to students and the facilitator in the classroom with career advice, conflict resolution, mental health, disability support, job readiness, computer skills and self-esteem building. I assisted with lesson planning, ran classes and provided background administrative support to staff including brand management, networking and agency liaison, communications/marketing materials and further learning resources for the current curriculum.

## **City of Nedlands**

### **Communications Officer** November 2015 – June 2016 - Contract

General communications duties for the City: graphic design and content for brochures, newsletters, posters, ads, invitations, photographs, editing and website management and social media management. I built the Facebook Page for the 'All Abilities Play Space Project' and handled all digital communications around this project.

**Project:** [All Abilities Play Space](#): Creating a brand and identity for the future of the playground, through a successful social media marketing campaign, sourcing media coverage and publication, booking ads and arranging marketing opportunities, writing press releases and preparing copy for ads, posters, newsletters and brochures.

## **Swan District Hospital**

### **Public Relations Officer** August-November 2015 - Contract

Corporate communications with staff and stakeholders (internal and external), staff global email distribution and creation, project management/facilitation, monthly SKHS Staff Bulletin, NMHS quarterly, Healthview magazine, Healthpoint, articles and photography, interviews, editing, speech writing, event coordinating, press releases, press pack for Swan Song Ball event, sourcing quotes for projects, staff profiles, letter writing on behalf of dignitaries.

**Highlights:** At SDH I singlehandedly took over the creation and content of the staff bulletin and delivered editions in a timely and efficient manner. I also organised and facilitated programs from start to finish, receiving excellent feedback along the way, while boosting morale amongst staff.

## Department of Planning

*Media and Communications Officer* June-July 2015 – Contract

Writing and sourcing Newsflash stories for PlanNet; taking photographs for publication; editing policy, pamphlets, newsletters and publications; developing a proposal for social media expansion; collaboratively organising a career profile video project for the Department of Training; Media Monitors; database creation for Newsflash items; and corporate and strategic communications.

## Exclusive Copywriting

*Copywriter* March 2014 – May 2015

Updating client's Facebook pages to increase online presence and reach for business. Through clever, informative and humorous status updates, businesses can communicate effectively with followers.

**Sound/Southern Telegraph** (Seven West Media)

*Journalist/Photographer* June 2013 – Jan 2014

Sourcing stories from my rounds of [religion](#), [multicultural](#), [tourism](#), Rockingham police, [mental health](#), [military](#) and history for dual publications; taking photographs for stories and editorials; interviewing; [writing copy for advertorials](#); taking baby photos; research; proofing and editing pages; company Facebook page updates and weekly crime reports.

## Department of Health

*Online Communications Officer* Jan 2013–May 2013 – Contract

Interviewing; research; editing policy, photographs; filming press conferences; stories; uploading documents and pictures to websites, managing WA Health Twitter account; Health Events calendar creation; contacting health services to update [Consumer Health Services Directory](#); issuing public health warnings: Heatwaves; influenza campaigns and website banner collaboration.

**West TV** (Community Television)

*Reporter for [Undercurrent](#)* Sep 2012 – June 2013

Interviews; research; on-camera interviews; interviewing and speaking with high-profile public figures; weekly vox pop interviews with the public; story-order scripts; voice/overs; filming stills for fillers; pitching stories; dissecting audio; attending events and meetings whilst covering stories; writing intros and outros; and assisting the cameramen to secure necessary footage. **Season 7 = 13 Episodes, 19 Segments aired. Season 8 = 6 Episodes, 8 Segments aired.**

**Highlights:** I worked on a powerful piece on [Indigenous self-harm and suicide](#) for West TV, which now has more than **1.7k views** as of June 2022. My piece on [Christmas being commercialised](#), has **13k views**, [sexting laws and young people](#) has **2.1k views**, and my broadcast work has **more than 20,000 views** thus far.

**Tempo – English Edition (Jakarta, Indonesia)**

**Journalist/Researcher** Jan– Feb 2011 (One month full-time)

Pitching stories; editing high-profile political pieces; typing up interview transcripts for seasoned journalists; interviewing – telephone and on-location; writing stories – independently; research; and taking photographs for publication. *One story was published in this magazine.*

**SKILLS/TRAINING: (please enquire for a full list)**

**Specific software/programs:**

- Adobe Suite including: Photoshop, Audition, InDesign, Premiere Pro, AfterEffects, Illustrator.
- Sprout Social, Hootsuite, Facebook Business Suite, Linktree, Canva.
- Wordpress, Sitefinity, Bonfire, Tumblr, RSS feeds, Monsido, Notepad ++, Squarespace, Wix, Weebly.
- Microsoft Office including: Word, Excel, PowerPoint, Outlook, OneNote, OneDrive, Teams, (PC/Mac platform).

- Campaign Monitor, Mailchimp, 365 Dynamics for EDM and CRM, SharePoint, intranet platforms.

**Other:**

- Disability and accessibility training
- [Domestic Violence training](#)
- **Police Clearance (current)**
- **NDIS Worker’s Check (current)**
- 10+ years’ experience in customer service/retail work

**QUALIFICATIONS/EDUCATION:**

- 2019**     [Safe & Together CORE Domestic Violence-Informed Training](#) (4 days)
- 2018**     **ATI-MIRAGE:** InDesign (short course)
- 2017**     **North Metro TAFE:** Certificate IV Community Services
- 2012**     **Central TAFE:** Web Design (6-week short course)
- 2011**     **Murdoch University:** Bachelor of Mass Communication (Journalism)  
Double minor in Creative Writing and Theatre & Drama Studies

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**Referees: Available on request**