

Araminta Lipke
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Objective

To obtain a digital marketing role with an organisation that values driven employees and will utilise and develop my current technological and industry specific skills.

Technological Skills

- Experience creating professional graphics to promote events
- Well-versed with the Microsoft and iWork suites to produce strong, concise analysis, reports and presentations
- Proficient using Google, Instagram and Facebook analytics to derive meaningful performance data and insights
- Experience developing branding guidelines to guarantee consistency throughout an organisation
- Basic ability to use Photoshop, InDesign and other Adobe Creative Cloud products.

Education

Expected 2021 - University of Queensland

Bachelor of Business Management (Marketing and International Business)

- Cumulative GPA (2020): 6.4 (82%)

2019 - Institute of Modern Languages, University of Queensland

Statement of Proficiency (Very Proficient), Spanish Level One

2018 - Indooroopilly State High School, QLD

Queensland Certificate of Education

2017 - Train Assess Australia

Diploma of Business

Work Experience

Australian Youth Aerospace Association

Marketing Strategist (August 2020-Present):

- Creating a post schedule aimed at increasing engagement with AYAA over the holidays
- Working with Social Media Manager to ensure posts are scheduled for our audience's prime social media use time

Branding and Policy Manager (April 2020-August 2020):

- Working to introduce a set of branding guidelines into the association
- Assisting National Marketing & Communications Manager to create and implement policies surrounding social media scheduling and content creation

Tourism, Hospitality and Events Society: University of Queensland

Secretary (October 2020-Present)

- Communicating with Clubs and Societies Coordinator to ensure all TH&E events meet requirements
- Assisting VP of Marketing and Sponsorship in creating and distributing newsletter
- Recording and storing membership details

Vice-President of Marketing and Sponsorship (February 2020-October 2020):

- Working closely with the Vice-President of Events to promote and advise society members of all events happening throughout the semester
- Creating and maintaining a posting schedule to ensure social media sites and email newsletter, using MailChimp, are kept active with high engagement
- Oversight of all marketing activity promotion created and shared

Kmart Australia

Duty Manager (September 2020-Present)

- Mentor and coach extended trade team members
- Redesign processes to ensure the team is working as efficiently as possible
- Responsible for legal compliance and asset protection during extended trade

Sales Assistant/Team Leader (September 2015-September 2020):

- Assisting with training and managing new staff in customer service roles
- Completing daily cash management and other administrative duties
- Creating a positive customer experience by providing face-to-face and over the phone customer service
- Fulfilling online customer orders promptly to ensure satisfaction with the service
 - 2017 – Assisted with the introduction of this service into the Indooroopilly store
- Filling stock onto shelves

References available upon request.