

Elizabeth Hedges

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Skills

Professional skills

Communication
Media
Content creation
Project Management
Leadership

Technical skills

SEO
Content Relationship
Management (CRM)
Microsoft Office Suite
Social Media
Email Management

Certificates

Google Ads

LinkedIn
2024

Remarketing Strategies with Google Ads and Analytics

LinkedIn
2024

Management Essentials

LinkedIn
2024

Project Communications Management

Udemy
2024

Adobe InDesign Essentials

City Desktop Training
2022

Career Summary

Five years' experienced communications professional in the private and public sectors. I am currently a Communications Advisor for the NSW Department of Climate Change, Energy, the Environment and Water. **I am relocating from Australia to the United Kingdom this September. I am under the Youth Mobility Scheme visa and do not require work sponsorship.**

Relevant Work Experience

NSW Government

Communications Advisor, NSW Office of Climate Change (Contract)

Jan 2024 - present

- Leading a team of 7 members and effectively prioritising client requests and delegating tasks to ensure efficient workflow.
- Overseeing a Jira workload board comprising more than 400 project items, ensuring accurate tracking and timely completion of tasks.
- Crafting press releases to effectively communicate brand messaging.
- Authoring over six reactive media releases per week for the Minister for the Environment, Penny Sharpe.

Communications and Engagement Advisor, NSW Premier's Department

Nov 2022 - Dec 2023

- Developed and distributed 123 communication messages to state departments on behalf of the NSW Premier and Secretaries.
- Oversaw internal intranet and ensure updates, alignment with brand and web content accessibility guidelines.
- Partnered with key stakeholders to provide strategic communication advice and recommendations.
- Managed and curated content across various social platforms, including overseeing a LinkedIn portfolio with 39,000 followers.

Media and Communications Project Support Officer, NSW Biodiversity Conservation Trust (BCT)

Sep 2021 - Nov 2022

- Managed media relations for former Environmental Minister James Griffin and BCT publicity opportunities in traditional media.
- Created digital content for social media channels and directly contributed to quantifiable growth, including a 72% increase in Facebook presence and placing fifth on 'Pages to Watch'.
- Administered the BCT external communication lists on Salesforce CRM, ensuring that the data was relevant.
- Designed BCT quarterly newsletter, Understory and twelve yearly regional newsletters.

Education

Bachelor of International Relations and Arts

*Major English
Minor Sustainable Development*
Australian National University (ANU)
2017 - 2020

Languages

English
Fluent

Tagalog
Conversational

Leadership Experience

Acting Communications Director, Young Australians in International Affairs
March 2024 - May 2024

- Managed a team of 4 Communication Officers, collaborating closely with key executive leadership to align strategies and objectives.
- Drafted and scheduled social media content calendar, comprising up to 10 posts a week across 4 channels.
- Maintained website, ensuring adherence to website accessibility guidelines and seamless user experience.

Content Creator, Difficult Women Book Club Sydney

Feb 2024 - present

- Crafting weekly videos upholding brand standards through close collaboration with the founder.
- Rapidly grew following and engagement to over 4,000 followers and 31,000 likes.
- Managed complete video creation lifecycle from concept to posting, including creative development, scripting, and performance analysis.

Content Creator, TikTok

May 2023 - Present

- Owner of two popular TikTok accounts dedicated to popular cultural analysis and book reviews.
- Amassed 1.7 million likes and 10 million views through topical content.
- Adept at developing creative concepts, and leveraging TikTok’s video editing tools to produce viral and shareable content.

Secretariat, Young Professionals Network (YPN), NSW Premier’s Department

May 2023 - Nov 2023

- Coordinated administrative operations and logistics to streamline communication, planning, and execution initiatives.
- Facilitated educational seminars, including ‘Introduction to AI’ to upskill colleagues and promote knowledge sharing.
- Oversaw internal events such as weekly donation drives and other community outreach efforts.

Editorial Intern, Offspring Magazine

May 2020 - Oct 2020

- Guided under Chief Executive Officer, Kate Durack, gaining valuable leadership insights and industry exposure.
- Crafted and published high-quality journalistic pieces.
- Spearheaded social media content creation, drafting and publishing weekly posts across Instagram and Facebook.

References provided upon request