



AYESHA HAMID

CONTENT/COPYWRITER
SOCIAL MEDIA MANAGER

CONTACT

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WWW.AYESHAHAMID.COM



PROFILE

My professional aim is to work with other passionate people to produce compelling content for a variety of media platforms. I am committed to taking advantage of every opportunity to develop my skills and become a valuable asset of your company.



EDUCATION

**BACHELOR OF CREATIVE INDUSTRIES,
MAJOR IN FILM, TV & NEW MEDIA PRODUCTION**
QUEENSLAND UNIVERSITY OF TECHNOLOGY | 2012 - 2015

BACHELOR OF BUSINESS, MAJOR IN ADVERTISING
QUEENSLAND UNIVERSITY OF TECHNOLOGY | 2012 - 2015

GOOGLE ANALYTICS FUNDAMENTALS COURSE
QUEENSLAND UNIVERSITY OF TECHNOLOGY | 2015

CAMBRIDGE GCE A LEVELS
RIVER VALLEY HIGH SCHOOL | 2010



SKILLS

- Mac OS Literate
- Microsoft Office & Google Drive
- SEO and Google Analytics
- Social media strategy
- Marketing
- Web content development
- Copywriting/Ghostwriting
- Fluent in Mandarin
- Corporate blogging
- Wordpress
- CMS
- Project management
- Layout design
- Photography
- Market research



EXPERIENCE

FREELANCE BLOGGER
INFORMA | MAR 2013 - PRESENT

- Develop and maintain corporate workplace health and safety blog.
- Research and write articles in a professional style which engages readers, mainly healthcare professionals
- Interface with key departments to ensure blog content captures readers' interest, while promoting company message.
- Use appropriate tools to provide management with metric reports.
- Maintain quality assurance through open information exchange with customer service and marketing departments.



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RETAIL SALES ASSISTANT

VICTORIA'S BASEMENT | MAR 2016 - MAY 2013

- Ensure that all customers receive excellent service – Greet all customers and assist customers with questions, needs and purchases, recommend products based on customers' needs.
- Cultivate successful relationships with retail customers.
- Complete each transaction in a quick and efficient manner.
- Lead all social media sales initiatives.
- Prepare merchandise for display, stock take and monitor inventory for individual sections..

PRODUCTION ASSISTANT

QUT ETV/QUT NEWS | FEB 2012 - DEC 2015

- Film Sets: Deployed by production coordinator to carry boom mics and spare cameras, gaffer, update clapboard for each take, keep the set tidy, distribute call sheets, health and safety notices, help coordinate extras, perform crowd control duties and occasionally help to build and move sets.
- Production Office: answer telephones, file paperwork, data entry, arrange lunches/catering, arrange transport reservations, distribute paperwork.
- News: Minor research on current news story, set up camera/tripod/reflector and hold the boom during interviews. Replace camera batteries/memory cartridges.

CUSTOMER SERVICE OFFICER

SINGAPORE PRESS HOLDINGS | JAN 2011 - JUN 2011

- Answer incoming calls and assist the customers or process their requests/subscriptions accordingly (up to 100 calls per day).
- Update customer database, liaise with delivery department and editorial department to resolve customer conflicts and other data entry/administrative help around the office.

**PREVIOUS EXPERIENCE INCLUDES: CAFE MANAGEMENT,
MYSTERY SHOPPER, CHILDREN'S SKATING COACH, RETAIL**



REFERENCES

BRENT CLARKE

VICTORIA'S BASEMENT

0404 245 238

TAPOSHI SARWAT

INFORMA

02 9080 4013