



# BENEDICTE POWELL

38 Wellington Road, Red Hill, Brisbane, QLD 4059, 0487199635, b3n3b3ss@gmail.com

## PROFESSIONAL SUMMARY

Engaging social media professional knowledgeable about customer relations and content development strategies. Proficient in building audiences, maintaining branding, and launching initiatives with successful multi-platform approaches. Brings fresh and interesting content with creativity and adaptable voice based on target audiences and platforms.

## SKILLS

- Customer feedback tracking
- Content development
- Community engagement
- Branding support
- Design assistance
- Critical thinking
- Social perceptiveness
- Cultural awareness

## EXPERIENCE

Social Media Manager

September 2018 - April 2021

The Bearded Lady | West End, 4101

- Tracked and reported on social media analytics to demonstrate success of each platform, approach, and campaign.
- Optimized social media strategies by tracking customer engagement and feedback.
- Implemented current best practices based on knowledge of social media trends and content strategies.

## EDUCATION

Diploma of Information Technology

January 2022

Coder Academy, Brisbane, 4000