

○ CAREER SUMMARY

Since 2003 I have worked on arts festivals in marketing, logistics and operations, publicity, advertising, sponsorship, and fundraising. I am passionate about enabling the creative visions of festival directors, programmers and artists to come to fruition by taking care of the practical details.

I also work at the corporate end of town, managing marketing and communications, using both print and digital mediums. Since 2011 I have operated as a consultant under the business name [Scribble Creative](#), often undertaking short-term contracts while juggling ongoing projects.

I have a Bachelor of Arts (Communication and Language; Theatre) from the University of Queensland.

○ WORK HISTORY

Event Production Consultant, Reading Matters Festival, State Library of Victoria, July 2014 (four-day contract)

Created a production schedule for the festival's staff to follow. The team is now using this schedule and accompanying guidelines to deliver all events on time and budget. [Announcing Reading Matters 2015](#)

Event Manager and Digital Marketing, Melbourne Literary Salon, 2013–ongoing

- Monthly event for writers and storytellers.
- Social media marketing and community management.
- Event management.

Contract Writer and Editor, Parsons Brinckerhoff Australia Pacific, 2012–present

- Technical writing, editing and publications management for business development materials
- Materials include: tender submissions, EOIs, staff CVs, capability statements, project sheets.

Event and Volunteer Manager, Pausefest, Jan-Feb 2014

- International conference of digital business and culture
- Managed five events with between 100 and 500 attendees
- Events held at ACMI, FedSquare, Deakin Edge, Hassell rooftop, and Loop Project Space and Bar.
- Managed volunteers, including recruitment, induction and scheduling.

Youth Digital Communications Coordinator, Oxfam Australia, Aug-Oct 2013

- Worked within both the Public Engagement department and Digital Communications unit.
- Managed blog: writing posts, managing writing interns, proofreading, scheduling, SEO.
- Posted on all social media channels: Twitter, Facebook, Pinterest, Instagram.
- Drafted, laid out in existing templates, and sent newsletters.

Publication Consultant, City of Darebin, September 2013 (two-day contract)

Edited and laid out for publication two crucial sets of documents:

- Darebin's Cycling Strategy ([available online](#))
- induction materials for new Councillors elected in 2013.

Senior Proposal Coordinator, MWH Australia Pty Ltd, 2012–2013

- Technical writing, editing and publications management for tenders and other types of bids.
- Managed multiple deadlines simultaneously, and many authors from diverse technical fields.

Sponsorship Manager, Freeplay Independent Games Festival, March 2012 to October 2013

- Managed partnerships and corporate sponsorship relationships for independent festival celebrating the art and culture of videogames.
- Partners and sponsors included State Library of Victoria, ACMI, Federation Square, and universities.
- Met or exceeded all targets.

Marketing and Advertising Officer, Emerging Writers' Festival, 2011–2012

- Approached potential sponsors and partners for the festival.
- Created and managed successful relationships to generate advertising and sponsorship revenue.
- Met or exceeded all targets.

Communications Manager, The Edge, State Library of Queensland, Nov 2009–Aug 2010

- Formulated marketing and communications strategy including managing the budget.
- Liaised with diverse stakeholders including: state and local government, independent arts bodies, media outlets, community, media. Undertook detailed reporting and media monitoring.
- Created content for all marketing communications collateral.
- Managed social media marketing campaigns and community.

Project Coordinator, Cine Sparks, Brisbane International Film Festival, 2004 and 2005

- Created and maintained relationship between Vibewire and BIFF
- Managed conceptualisation and build of website
- Managed subcontractors such as graphic designers and web developers
- Managed film reviewers, mainly primary and high school students
- Recruited and managed forum moderators

Publicity Coordinator, This Is Not Art Festival, 2004–2005

- An umbrella festival encompassing several festivals held simultaneously in Newcastle, NSW every October.
- Built relationships with key media representatives, wrote and distributed media releases and other promotional materials.
- Managed email campaigns.
- Worked with festival managers to ensure communications were consistent.

Corporate Communication Consultant, Communicate, 2002–2004

- Planned and facilitated community meetings and events.
- Liaised with clients and community stakeholders.
- Conducted media outreach.
- Created communications materials.