

Emiko Hunt

Contact

0478 605 603
emikohunt@gmail.com

Professional Profile

Digital marketing and communications professional with over five years of strategic, operational and project management experience. I am skilled at aligning marketing and communications with company brand, vision and values.

Excellent abilities in:

- Developing marketing and communications strategies
- Digital production
- Social media
- Web management
- Project management
- Publication management
- Writing and editing
- Event management
- Strategic communication advice

Qualifications

Front-End Web Development (10-week course)

General Assembly
Currently being completed

Diploma of Digital Marketing, completed in 2014

Fitzwilliam Institute Group
Completed at Distinction Level

Graduate Diploma Editing and Publishing, completed in 2011

Monash University
Awarded: Dean's Recognition Award for Outstanding Academic Results

Bachelor of Arts, completed in 2006

Monash University
Double Major: Media Communications and Business Management
Awarded: Top Student in Management Ethics and Corporate Governance

Experience

June 2013 – Present

Australian College of the Arts, Melbourne Marketing Communications Coordinator

This role sees me manage the college's brand, marketing communications strategy and manage all digital projects. I also develop strategic business relationships. As the sole full-time employee in marketing and communications, my responsibilities are diverse and extensive.

Key Duties:

- Developing, implementing and reviewing marketing and communications strategies.
- Managing all digital projects. This includes project management of a website redesign (managing web designers and developers), daily website management through a CMS, regularly reviewing and working to improve UX and website conversion, as well as

managing video and multimedia production and use.

- Developing, implementing and reviewing all digital campaigns, including management of an external company to improve SEO.
- Brand development and management. Including a re-brand where I worked closely with various stakeholders, designers and specialists to improve the visual representation of the college's identity.
- Working with the Business Development Manager to develop strategic business relationships in order to ensure the growth and development of the organisation.
- Overseeing all external communication. This includes acting as key liaison with public relation companies, responsibility for the e-communication system and managing social media accounts.
- Coordinating all marketing collateral and published materials. This involves managing timelines, budgets, designers, printers and distribution.
- Managing monthly and yearly marketing budget, including budget forecasting.
- Carrying out research and intelligence into competitor offerings and trends within the market.
- Overseeing key marketing and recruitment events and conducting post-event analysis.
- Reporting to senior managers on the effectiveness of strategies and campaigns.

March 2011 – June 2013

YMCA Victoria, Melbourne

Communication Coordinator

(Part-time for four months before progressing into a full-time position)

Working for a global non-profit organisation allowed me to strengthen and broaden my marketing and communication skills. YMCA Victoria works in over 10 industries, so I gained experience in everything from health and fitness, to fundraising.

Key Duties:

- Development of communication strategies.
- Provision of communication support and specialist knowledge to various industries and stakeholders within the organisation.
- Management of e-communication system and relevant databases.
- Communication management of state-wide health and wellness campaigns.
- Publications management.
- Management of internal communication channels.
- Social media management.
- Event management.
- Copywriting and editing for a range of mediums and audiences.

February 2011 – July 2011

Ilura Press, Melbourne

Editorial Assistant (part time)

Key Duties:

- Editorial assistant for the book *Lentil as Anything: Food, Culture, Community*. This involved conducting interviews and writing profiles, researching and writing articles, liaising with authors, editing and proofreading. I also assisted with photo shoots and undertook marketing and event management tasks.
- Event management for launch parties and emceeing at these events.
- Editing and proofreading for *Etchings* literary publication.
- Researching and writing author biographies and conducting manuscript assessments.

Other experience

- Digital marketing consulting. I work with small business owners to develop their digital marketing strategies. This has included brand consulting, social media training and working to improve web design.
- Freelance editing and proofreading. This includes website copy, online and print publications and manuscripts.
- Editorial assistant for *Page Seventeen* annual literary journal. I was involved from 2011–2013 and my role involved assessing and grading short-story manuscripts. I also edited and proofread works selected for publication.
- I worked as an English Language Teacher in Japan in 2008.

Skills:

- Proficient with Microsoft Office Suite
- Intermediate skills in Adobe Creative Suite
- Conversational Japanese language skills
- Knowledge of HTML, CSS and web design

Short courses and training undertaken in:

- Currently undertaking a 10-week course in Front End Web Development (learning HTML, CSS and JavaScript)
- Digital SLR Photography (beginner course at CAE)
- Adobe Creative Suite (beginner course at CAE)
- Adobe InDesign (intermediate level training)
- Google Analytics
- Business Writing
- Public Speaking
- Social Media

Volunteer Work**Collingwood Homework Club, Melbourne**

I was a volunteer tutor for 18 months (2012–2014) with primary and high school students. I volunteered fortnightly to assist migrant and refugee students with their education.

YMCA Victoria, Melbourne

I volunteered for a range of fundraising activities during my time of work with the organisation.

Interests

Going to music, art and entertainment events. Travelling, reading, increasing my skills in the digital world. I enjoy yoga, running and generally like to keep fit and healthy. I love listening to music and podcasts and cooking Japanese food.

References

References available upon request.