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| Summary | <p>Analytical problem solver specialising in creative solutions, passionate about meaningful data and highly motivated by opportunities to fill gaps in existing processes with bespoke and novel solutions.</p> <p>Driven self-starter learns through facing challenges head on, demonstrated previously in fast-paced high demand parliamentary role. Responsibilities included monitoring news flows and social media interactions, crafting time critical responses over a wide range of media.</p> | | |
| Technical | Programming | Web Development | Management Systems |
| | C, Python, SQL, Linux | HTML5, CSS, Javascript | Administration of Nationbuilder CRM/CMS and Moodle LMS |
| | Design | e-Commerce | Marketing |
| | Proficient with Adobe Creative Suite | Build Shopify and Wordpress webstores | Expertise in Facebook Ad Manager and email campaigns |
| Career | <p>Electorate Officer – Parliament of Australia</p> <p>Feb 2018–Jun 2019 / Kent Town, SA</p> <p>→ Analyse data from Facebook, Twitter and Nationbuilder providing insights to PR Director and Media Advisor for continuous improvement of social media content and delivery</p> <p>→ Optimise Facebook Ads using Lookalike Audiences and Customer Lifetime Value—achieving Facebook page follower growth of ~28% over 3 months</p> <p>→ Manage email campaigns—including weekly newsletter with donation appeal to ~80,00 people—achieving consistent open rate of 24-30% and bounce rate of <1% through email deliverability best practices, A/B testing and data validation on forms</p> <p>→ Deliver election campaign material nationwide through SMS/MMS—over 1 million messages sent—with automated replies based on trigger keywords</p> <p>→ Produce digital content consistent with brand and style guides and print collateral for election and fundraising campaigns compliant with AEC guidelines</p> <p>→ Prepare financial reports of political donations and merchandise sales</p> <p>IT & Technical Support Officer – Australian Institute of Technology Transfer</p> <p>Apr 2011–Sep 2017 / Elizabeth, SA</p> <p>→ Research and implement IT systems to increase productivity—implementations include a local file server, student learning management system and digitisation of paper based processes</p> <p>→ Set up and manage Moodle LMS</p> <p>→ Create documentation and train staff on Moodle LMS</p> <p>→ Manage enrolments and generate qualification certificates on VETtrak student management system</p> <p>→ Prepare reports from VETtrak data, compliant with AVETMISS reporting requirements</p> <p>→ Provide technical support and maintenance of company IT assets</p> | | |
| Projects / Volunteer | <p>Student Mentor – 42 Adelaide</p> <p>May–Jun 2022 / Adelaide, SA</p> <p>→ Volunteer student mentor for the May 2022 Piscine—28-day school admission bootcamp</p> <p>→ Support prospective students on-campus and remotely, building on my past experiences to provide advice and guidance</p> <p>Website Development and Marketing – Hanamura</p> <p>April 2020 / Modbury, SA</p> <p>→ Build website with ordering and notification system to handle influx of online orders during the pandemic—hanamura.com.au</p> <p>→ Generate Lookalike Audiences for ad targeting based on existing customer data</p> <p>→ Optimise Facebook Ads for customer location</p> | | |
| Education | <p>42 Adelaide</p> <p>Jan 2022–Present / Adelaide, SA</p> | | |