**Allie Smith**  
Perth WA 6000  
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**EDUCATION**

**Bachelor of Arts (Communication Studies)**                 **February 2014 - Present**

University of Western Australia  
Due to complete course in November 2016  
Course GPA 6.5

*Achieved High Distinction for assessment work related to placement*

**SKILLS**

* Equipped with the knowledge base and skills for analysing and producing traditional and new media texts as well as understanding communication and cultural processes in emerging creative industries
* Computer: Windows and Mac, Microsoft Word, Excel and PowerPoint
* Media: Facebook, Twitter, Instagram, BlogSpot, Tumblr and Pinterest
* Languages: Proficient in English, Intermediate French
* Well-versed in communication and interpersonal skills which have resulted in positive relations with staff and customers
* Actively contributing team member with the ability to enthuse and inspire others to establish team objectives and leadership skills to motivate individual team members to excel in specific tasks
* Innovative problem solver who can generate workable solutions and resolve complaints
* Strong organisational skills, ability to prioritise and complete tasks with speed and accuracy

**EXPERIENCE**

**Sequel Communications**                      **June 2015 ‐ Present**

Administrative Assistant

* Involved in story development and placement for several advertising campaigns
* Developed understanding of procedures for managing media enquiries
* Involved in media liaison at several corporate events
* General office procedures including use of Microsoft Office suite and several desktop publishing programs

**BBS Public Relations, Perth**           **February 2015 - June 2015**

Work Placement Student

* Provided administrative support as requested on a variety of projects using Microsoft Office software, in particular PowerPoint, Excel and Word
* Assisted with the coordination of the annual Women in Business networking breakfast
* Drafted speech for supervisor’s presentation at corporate professional development function which was used with minimal edits
* Assisted with production of monthly corporate newsletter which involved:  
  o collating content  
  o using desktop publishing skills to present in most appropriate format  
  o liaising with editorial team to produce a timely document to capture the attention of employees

**STUDENT MEMBERSHIPS**

**Advertising Federation of Australia** (Student Member since 2014)

Participate in monthly professional development and networking functions and also involved in planning and implementation of 2015 National Annual AFA Conference activities, as member of conference organising committee

**EXTRACURRICULAR ACTIVITIES**

**WA Writers’ Guild**

Short story writing Member **February** **2014 - Present**

* Published 3 short stories in Instyle magazine
* Regular contributor of short stories and articles on current topics of interest to Student Guild magazine Pelican

**UWA Career Mentor Link February** **2015 - Present**

Mentee

* Placed with Senior Media Officer with Mint, South Perth
* Participated in regular work observations and shadowing of employees in the areas of PR, advertising, media campaigns and communications design
* Attended fortnightly committee meetings for project to redesign marketing for Wintergarden complex in Queen Street Mall

**PERSONAL INTERESTS**

* Active member of the RSPCA, responsible for editing monthly newsletter
* Compete in regular triathlon events around Australia

**REFEREES**

Ms Ellen Parker  
Senior Public Relations Officer  
BBS Public Relations, Perth

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