

Kiah Hawker

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Objectives

- Utilize and improve my communication skills
- Improve my management and leadership abilities within a team dynamic
- Apply an innovative and creative approach to creating and constructing campaigns
- Utilize my collaborative skills to form close connections with stakeholders

Education

Bachelor of Communications (Completed December 2016)

University of the Sunshine Coast – GPA 6.0

- ▶ Major – Advertising
- ▶ Minors – Marketing and Public Relations
- ▶ Awarded 2015 Queensland Advertising Communications Bursary

High School Diploma (Completed December 2013)

Aldridge State High School – OP 8

- ▶ House Captain
- ▶ Student Leader
- ▶ Junior Student Council member

Work Experience

Advertising and Marketing Intern (March 2016 – June 2016)

Ocean View Estate (Ocean View, Mount Mee)

Achievements

- ▶ I created and implemented a marketing communication strategy to increase patronage during quiet periods occurring between Wednesday and Friday each week.
- ▶ The primary focus of the campaign was to target a new market that would be available to visit the estate during this specific time. This new market was local university students.
- ▶ I created and implemented a cost-efficient 'student tour', that was appropriate for the target demographic.
- ▶ This resulted in an increase in visitors to the winery during these off-peak-times and was effective in introducing a new target demographic.

Responsibilities

- ▶ Rejuvenating the estates social media presence

- ▶ Removed a large amount of unnecessary copy from their Instagram and Facebook pages and focused on the attractive landscapes at the estate
- ▶ Overhauled their emailing systems
- ▶ Created a framework for their new website design
- ▶ Wrote all of the copy for the new website
- ▶ Deliberated and created a USP and SMP which would be utilized to rebrand
- ▶ Aided in the launch of the craft beer selection

Sandwich Artist and Trainer (August 2014 – November 2016) Subway (Wises Road, Buderim)

Responsibilities

- ▶ Creating and preparing food
- ▶ Opening and closing the store
- ▶ Handling money and transactions
- ▶ Training and managing staff
- ▶ Cleaning and maintaining the store

Skills

- ▶ Strong communication and public speaking skills
- ▶ Ability to work well in a team environment
- ▶ Leadership skills
- ▶ Creative thinking
- ▶ Problem solving skills
- ▶ Ability to take initiative and work independently
- ▶ Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)
- ▶ Adobe Photoshop and Illustrator
- ▶ Adobe Premier Pro

Community Involvement

2011 – volunteer at Hervey Bay Whale Festival

2003 – Present – played hockey with Maryborough Hockey Association and Sunshine Coast Hockey undertaken many leadership roles including captaincy and coaching responsibilities.

Referees

Kate Honnef

Business Owner – Ocean View
Estate

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Rachelle Gray

Manager – Subway Wises Road

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Irene Visser

Course Coordinator – University
of the Sunshine Coast

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