

Education

University of Queensland

Bachelor of Economics/Bachelor of Arts

(Journalism, Communications, Japanese)

Graduated 2008- GPA 5.25

Awards

30 under 30 entrepreneurs

Ant Hill online magazine

2011

Industry Experience

Wikifashion

November 2009-Present

CEO and Founder

Responsibilities:

- Development from concept to popular online fashion community
- Create community awareness amongst fashion bloggers in Australia and internationally
- Liaise with fashion brands, designers, magazine editors, users, bloggers and other stakeholders on a daily basis.
- Drive sponsorship for company events and industry events and shows (Fashion Weeks, SXSW, blogger meet ups, Brisbane Fashion Industry Meet up)
- Creating and developing revenue channels through sponsorship, social media awareness, banner advertisement and custom advertising campaigns
- Driving media awareness for Wikifashion within Australia and internationally: We have received press in The Sydney Morning Herald, The Age, MX, Sportsgirl online, Brisbane News, UQ News, Business Insider, Paper Magazine, Galadaring, Frankie magazine, Brisbane Times, Ellegirl and The Guardian UK

- Development of editorial content and html/wiki syntax styling

Brisbane Fashion Industry Meetup

July 2009-Present

Organiser

Responsibilities:

- Create community awareness
- Organise venue, sponsorship and gift bags
- Discover and highlight emerging designers in Brisbane

Lola Public Relations

June 2009-January 2011

Managing Director

Responsibilities:

- Develop a boutique lifestyle, beauty and fashion public relations firm for the QLD market
- Creation of social media and online marketing strategies
- Consulting for interstate fashion labels
- Liaising with fashion bloggers on behalf of brands and cultivating their online presence

Yield Media

Freelance Writer

March 2007-June 2007

Responsibilities:

- Creation of online content
- Research and development for editorial for topics on economics, finance, investment and property

Mercedes Benz Fashion Festival 2007

Position, Volunteer- Front of House

Responsibilities:

- Runway venue preparation
- Assisting with time management of shows
- Creation of gift bags and placement at shows

Employment History

QLD Treasury Department

Graduate Econometrician

November 2008-January 2010

Country Road

Sales Assistant (Ladies Fashion, Toowong David Jones Concession store)

December 2006- September 2008

Myer

Sales Assistant (Ladies Fashion, Brisbane City)

April 2005-December 2006

Capabilities

- Excellent knowledge and skills in Microsoft Office + SEO strategies
- Specialist in social media (Instagram, Facebook, Twitter, Blogspot, Tumblr)
- Very entrepreneurial and creative mindset
- Thorough knowledge of the Australian and International fashion industry
- Able to build and foster relationships with key stakeholders within the USA and Australia.
- Working knowledge of USA business practices and culture

Interests

- Novel writing
- Digital, social media and print media
- Fashion and lifestyle marketing