
Mie Sorensen

601/35 Simmons Street, South Yarra, 3141, VIC

Mobile: 0408833157

Email: mie.sorensen209@gmail.com

Twitter: @mieksorensen

Portfolio: <https://muckrack.com/mie-sorensen>

LinkedIn: <https://www.linkedin.com/in/mie-sorensen/>

EDUCATION

Bachelor of Business (Marketing) & Bachelor of Arts (Journalism & Media Communications)

Monash University

Grades: GPA: 3.86/4

Completion: Due June 2021 (One unit left, Marketing degree complete)

Achievements: ★ 2020 Ossie Award for 'Best Audio Story by an Undergraduate or Post Graduate Student'
★ 2019 New Columbo Plan Scholarship Recipient
★ 2017 Awarded 'Best First Year Student in Media and Communications'

RELEVANT EXPERIENCE

Marketing and Media Assistant

January 2020 – Present (1 year)

Team Monash – Monash University Campus and Community Division [Part-Time]

- Proactively sought solutions for content production during Melbourne's lockdown by pitching, producing and editing an original video series on our elite athletes called "Covid Check-Ins"
- Working autonomously, I managed the schedule and live posting for three social media accounts during O-week to promote student engagement leading to a 13.7% increase in our followers over a 7-day period
- Detail oriented and resourceful, I took the initiative to produce quarterly analytics reports which allowed the team to adjust optimum posting times and set data-based goals
- Migrated our content calendar from Excel into a self-built process on 'Notion' which allowed for clearer task assignment, prioritization and progress display alongside centralised communications

Deputy Broadcast Editor / Journalist

January 2018 – Present (3 years)

Mojo News – Monash University [Volunteer]

- Promoted from trainee journalist to deputy broadcast editor within the space of three years
- Led and mentored a group of more than 60 students to publish on weekly deadlines, collaborating successfully within a high-pressure team environment
- As an adaptive and flexible storyteller, produced work over multiple formats including print, video and audio
- Was published as part of the 'best in student reporting' by Australian wide publication *The Junction*
- Won an Australian Ossie Award for a self-produced, scripted and edited podcast documentary

Publishing Intern

February 2020 (1 month)

The Age Newspaper [Internship]

- Working under the breaking news editor I upheld an exceptional attention to detail while conducting thorough research for articles and ensured neither factual nor grammatical errors made it to publication
- Maintained composure and focus while dealing with challenges in a high-pressure breaking news environment
- Sent as the sole representative for The Age at two major press conferences
- Received several by-lines for my writing contributions, re-published in The Brisbane Times and The Sydney Morning Herald

Waitress / Barista

December 2016 – Present (4 years)

Lindt Café, Chadstone [Part-time]

- An all-rounder originally trained to work in retail before graduating to the service floor and then barista
- Gained valuable communication skills working in the service industry and developing relationships with a wide range of people and customers

Receptionist and Service Administration Assistant

January 2016 – November 2016 (1 year)

Brighton Toyota [Full-time]

- Booked and managed a schedule of more than 50 vehicle service appointments in a day, maintaining a high level of professional organisation
- Led dispute resolutions and helped guests in times of crisis (breakdowns/crashes), using my communication skills to deescalate the situation and provide calm reassurance
- Liaised with a wide variety of departments within the dealership, including Parts and New Car Sales to ensure seamless team operation and quality service at all points during the customer journey

Skills

TECHNOLOGY AND SOFTWARE PROFICIENCY

- Adobe Suite [Intermediate]: Premiere Pro, InDesign, Audition
- Microsoft Office [Advanced]: Word, Excel, PowerPoint, Outlook
- Front-end Website Design [Basic]: WordPress, Wix, Uni-One, Spark
- Project Management [Advanced]: Notion, Monday, Slack, Trello, G-suite, Miro
- Graphics [Intermediate]: Canva, Infogram
- Marketing and Analytics [Intermediate]: Facebook Business Suite, Later.com scheduling, Hootsuite, Tableau

OTHER QUALIFICATIONS

- Google Digital Garage – Fundamentals of Digital Marketing Certificate