

PHILIPPA DAVIES

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ANALYTICS & REPORTING ASSISTANT – DIGITAL STRATEGY & CULTURE – UNIVERSITY OF MELBOURNE | APRIL 2022 – ACTIVE

As an Analytics & Reporting Assistant, I am responsible for:

- Assisting in the review of faculty sites' digital and SEO performance.
- Implementing SEO, Maintenance and Accessibility changes on faculty sites to assist their digital, SEO and marketing performance.
- Participating in the advising of web content amendments for better digital performance of faculty sites.
- Assisting the team in analytics and in the transition to Google Analytics 4.
- Using MS Suite to prepare documents to be sent to stakeholders.
- Effectively communicating and collaborating with the Digital Strategy & Culture team, site owners and stakeholders.

STUDENT SERVICES DELIVERY ASSISTANT – STOP 1 – UNIVERSITY OF MELBOURNE | FEBRUARY 2022 – ACTIVE

As a Student Services Delivery Assistant, I am responsible for:

- Providing exceptional customer service to all students, alumni and members of the general public.
- Assisting with, and triaging, general student enquires, both in-person and through webforms.
- Logging student interactions and appointments through Qflow and OneCRM.
- Issuing student identification cards and academic transcripts.
- Working collaboratively within a large team, both in-person and virtually through MS Teams.
- Assisting with the development of a knowledge database on OneCRM.
- Ensuring cybersecurity standards are met at all times.

GRAPHIC DESIGNER & SMALL BRAND CONSULTANT – FREELANCE | MARCH 2018 – MARCH 2022

As a freelancer, the duties I undertook were:

- Designing and or developing logos and assisting in the establishment of brand identities.
- Developing promotional material for social media.
- Web design and DNS configuration.
- Designing menus, A-boards, business cards, flyers, motor decals, etc.
- Delivering exceptional customer service to my clients and maintaining strong business rapport.
- Communicating one-on-one with clients about their specific and unique needs, typically in face-to-face meetings but also through digital communication.

KITCHEN ADMINISTRATOR – BUILDER'S ARMS HOTEL (FITZROY) | AUGUST 2021 – MARCH 2022

As the restaurant's Kitchen Administrator, I was personally responsible for:

- Managing our stocktake data system (Resort), refining kitchen data entry and routinely updating the system.
- Tracking daily food costs and revenue.
- End of period finances.
- Assisting with the recruitment and onboarding process of new staff – including making reference checks.
- Using programs such as MS Office, Fedelta, Tripleseat, Tanda and Resort.
- General administrative tasks.

DEMI CHEF – BUILDER'S ARMS HOTEL (FITZROY) | APRIL 2021 – AUGUST 2021

My main responsibilities in this position are:

- Efficiently running the daily operations of my section.
- Preparing dishes both consistently and precisely in high-intensity service periods.
- Monitoring ordering requirements for my section, looking ahead at food prep needs.
- Communicating effectively within the team, ensuring strong cooperation in service delivery.
- Operating within the requirements of our Food Safety Plan at all times.

EDUCATION

BACHELOR OF ARTS, THE UNIVERSITY OF MELBOURNE | 2019 – PRESENT

Currently undertaking – I am majoring in Politics & International Relations and Philosophy.

CERT III – COMMERCIAL COOKERY, WILLIAM ANGLISS INSTITUTE | 2020-2021

OTHER ACHIEVEMENTS

THE GEEK MAFIA – TGM was a magazine which I founded in 2015. It consisted of a base website, which reported the latest of pop culture news and theories, and several social media pages, which specialised in different fields of pop culture. Our income was generated by selling advertisement space on our website, promoting partner products and by selling TGM merchandise. Within the first 6 months, TGM attracted over 2 million unique visitors to the website. Moreover, on Facebook alone, we amassed over 100,000 followers through our different pages/groups. TGM was dissolved in 2016, after I decided to dedicate my time to other commitments.

ROUGECHICK.COM – in 2016, after noticing that Australian consumers could not purchase US cosmetics without paying shipping prices which costed more than the actual products, I created Rougechick.com. I circumvented international shipping costs by partnering with US companies and importing their cosmetics in bulk. I then sold the products at a very profitable markup here in Australia; still while keeping the products cheaper and more accessible to purchase through me than to purchase through their original, overseas retailers. The site was successful but closed in 2017 when US-international shipping rates drastically changed.