

Danielle Adair

PERSONAL PARTICULARS

Name: Danielle Adair
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CAREER GOALS

My aim is to develop a career in tourism management with a focus on marketing.

EDUCATION BACKGROUND

Jan 2011 – Nov 2013 **Bachelor of Business (Tourism, Leisure, Event Management and Marketing)**
University of the Sunshine Coast

Key Subjects

- Sustainability in Tourism
- Brand Management
- Strategic Business Management
- Technology, Innovation and Sustainability
- Marketing Communications

Key Skills Developed

- Time management skills
- Leadership
- Research and analytical skills
- Innovation and maximising opportunities
- Teamwork and interpersonal skills
- Meticulous attention to detail

EMPLOYMENT HISTORY

July 2013 – November 2013

Sporting Dreams

Internship

- 6 month internship with non-for profit organisation
- Created, implemented and monitored a 6 month social media plan (Facebook, Twitter, YouTube and blogs)
- Basic Web Design

- Created short film for fundraising (Proficient in video editing)
- Organised and planned the annual awards ceremony
- Work alongside industry professionals

2013 – Current

Dicky Beach Surf Club (Caloundra)

Receptionist, Bar and Gaming Attendant

- Reception duties – reservations, payments, enquiries, phone calls etc.
- Exceptional customer service
- Running current promotions – members draws and raffles
- Interacting with customers and providing outstanding customer service
- Assisting marketing and events coordinator with tasks and preparation

2008 – 2012

Sunshine Coast Skydivers (Caloundra)

Receptionist and Video Editor

- Reception and admin duties – complaint handling, reservations, staffing requirement, payments, accounts payable and receivable etc
- Posting daily updates on Social Media (Facebook, Twitter, Linked Inn, Pinterest)
- Working alongside marketing manager and completing tasks
- Displaying excellent customer service
- Working in a dynamic environment
- Assisting customers with local experiences and attractions as well as packages
- Editing and preparing tailor made merchandise (DVD, Photos, Postcards, USB sticks etc.)
- Insight into the Tourism industry

SKILLS AND ATTRIBUTES

- Strong computer skills (Microsoft Word, Excel, Power-point, Publisher, Sony Vegas Pro, Production Assistant)
- Positive attitude
- Able to work autonomously as well as collaboratively
- Problem solving
- Outstanding liaison skills
- Excellent relationship management and the importance of customer retention
- Customer orientated
- Motivated in all aspects in life and work – always looking to improve
- Mature and professional outlook

LICENSES/CERTIFICATES

- Manual Car
- RSA & RSG
- Level 2 Touch Football referee

VOLUNTEER POSITIONS

- Tough Mudder Caloundra 2013
- National Tree Day 2013
- World Intellectual Property Day – Sunshine Coast TAFE
- Stereosonic artist transfers – Brisbane Airport
- Ironman 70.3 – Mooloolaba
- Clean up Fraser Island 2006-2011

INTERESTS

- Solo skydiving – achieved 100+ solo skydives in various locations across Australia
- Travelling
- Outdoor activities – mountain climbing, traveling, water sports, skiing, adventuring, camping, 4 wheel driving, etc.
- Level 2 touch referee – Ref Ladies/Men's and mixed touch football at Kawana during seasons

REFEREES

Stacey Brauman

Marketing Manager
Nambour Shopping World
0497 970 859

Marayke Jonkers

Internship Supervisor
(07) 5443 4685