

CAREER PROFILE

Having built a strong reputation as a competent and valued professional in the media field, I wish to contribute my professional skills and experience to the long-term success of The Australian Newspaper

KEY PROFESSIONAL SKILLS (A portfolio of published work is available upon request)

Journalism

- Skills in writing and editing clear and concise news reports and newspaper articles
- Facility in sourcing, researching, writing and sub-editing
- Significant experience in using style guides
- Ability to communicate effectively with a wide cross-section of the public and across all areas in the newspaper industry
- Competence in using a range of interviewing techniques to obtain newsworthy stories
- Advanced skills in still and video photography with basic skills in video editing

Public Relations

- Capability in managing press releases, social media, online publicity and events
- Adept in communications and marketing strategies, including developing brochures and other promotional material.
- Accomplished public speaker

Software

(High level skills)

- CyberNews, NewsMachine, NewsText
- Adobe InDesign, Dreamweaver, Photoshop (graphic design skills)
- Webpage Publishing: Drupal
- Microsoft Office Suite of programs (Word, Excel, Access, Outlook and PowerPoint)

Languages

- Fluent in spoken and written Spanish

PROFESSIONAL EXPERIENCE

Jan 'XX - current

Journalist, Southern Star, Brisbane

Responsibilities and experience:

- Writing and editing articles, headlines, cutlines and photo captions
- Working in the news room of a daily newspaper
- Sourcing articles, researching, interviewing, photographing and occasionally undertaking sub-editing role
- Reporting on court proceedings and local council meetings; advertorials
- Attending and reporting on political press conferences (both local and state government)
- Assisting news editor with layout for weekly deadlines

Achievements:

- Developed a portfolio of published work, including an article about flood mitigation in the Ipswich area that was commended by the editor
- Achieved 8 front page stories (including photography) - 5 published articles
- Contributed to website redesign/development which increased traffic to site (25%)

Feb 'XX- current

Blog Author - www.urbanfarming.wordpress.com

- Developed and coordinated an environmental/political blog which has received submissions from around the world
- Good reviews and high demand. 900 views since Feb., over 70 views on the day of the first post and at least 50 views on the day of each new post (reader's comments and progress graphs available in portfolio)

Dec 'XX-'XX

Public Relations Consultant, The Competitive Edge**Responsibilities and experience:**

- Designed marketing campaign for the 20XX Mango crop entitled 'Sweet Surrender'. Put out press releases, designed brochures and posters, organised televised interviews, addressed retailers' associations, wrote text and drew up graphics for the company's website
- Mentored and supervised a Griffith University 'Communications' student during his 3 month internship with the company (20XX)

Achievements:

- 'Sweet Surrender' campaign raised the November/December sales of mangoes in South East Queensland by 25%
- Promoted at the end of my first year from an entry-level role to a position that enabled me to work unsupervised with new clients
- Received a 'client service' award at the end of my first year at 'The Competitive Edge'
- One of a team of five organisers of the Public Relations Institute of Australia annual conference, held at the Gold Coast - July 20XX (500 delegates attended)

Jan-Dec 'XX

Media Officer, Corporate Words**Responsibilities and experience:**

- Edited copy for symposium brochures
- Sourced printing companies for various jobs and compiled recommendations for the management team
- Researched and assessed options for launching campaigns
- Wrote and posted weekly updates for the company's website

Achievements:

- Responsible for marketing the company 'brand', using the graphic design skills acquired through TAFE studies. Client base increased by 15% by the end of the year

EDUCATION

- 20XX - current **Master of Arts (Journalism and Mass Communication)**
Griffith University
GPA: 6.1 (scale of 1-7, 7 highest)
Griffith Award for Academic Excellence, '10-'11
- 20XX – 20XX **Bachelor of Communication**
Griffith University
GPA: 5.9 (on a scale of 1-7, 7 highest)
- 20XX – 20XX **Certificate IV in Commercial Arts (Graphic Design and Advertising)**
South Bank College of TAFE

PROFESSIONAL DEVELOPMENT

- April 20XX **Speak Out, Speak Easy (Public Speaking Workshop)**
Griffith University
- Sept 20XX **Q&A comes to PRIA** (Public Relations Institute of Australia): What every corporate communicator needs to know about government relations

MEMBERSHIPS

- MEAA** (Media, Entertainment and Arts Alliance)
PRIA (Public Relations Institute of Australia) member for past 4 years
Bribie Island Surf Club
Golden Key International Honour Society (acknowledging academic excellence)

VOLUNTARY WORK

- Jan 20XX – Jun20XX My facility with Spanish enabled me to assist newly-arrived migrants from Argentina and Chile to improve their English language skills (1 night a week over 6 months). It has helped me gain a better understanding of the challenges migrants face when settling into a new culture.

REFEREES

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