

work *experience*

resolve content (media precinct group)

SENIOR SOCIAL MEDIA & CONTENT MANAGER

Sydney, AUS
October 2024 – Present

Social Media & Creative Strategy

- Development and management of Social Media Strategies for current, new and prospective clients.
- Responsible for the development, implementation and campaign oversight of all community management strategies.
- Collaboration on & participation in Social Media & Content pitches for new clients.

Project & Account Management

- End-to-end project management, implementation & collaboration on content campaigns, as well as managing all social media campaigns (including briefing, internal review of creative assets & implementing client feedback to the creative team).
- Oversight, implementation & management of all community management campaigns.
- Management, reporting & analysis of project financials & budgets.

Reporting & Analysis

- Creation, management & presentation of all monthly and quarterly creative performance reports.
- Oversight and presentation of all weekly reporting for clients.

Team Management & Leadership

- Ongoing management, mentorship, and support of the junior social & content team members (Social Media Specialist, Content Coordinators, Community Managers, Social/Content Interns).

Workflow & Process Improvement

- Implementation & Management of a new Project Management system (Asana) across both Resolve Content & parent organisation (the Media Precinct Group).
- Transfer of all social management to Sprout Social, application & acceptance into the Sprout Social Agency Partner Program.

resolve content (media precinct group)

SOCIAL MEDIA & CONTENT MANAGER

Sydney, AUS
March 2023 – September 2024

resolve content (media precinct group)

CONTENT COORDINATOR

Sydney, AUS
January 2023 – February 2023

g squared digital marketing

TEAM LEAD – 24/7 SOCIAL MEDIA & COMMUNITY MANAGEMENT

Sydney, AUS
February 2022 – December 2022

- **Account Management**
- **Workflow & Process Improvement**
- **Community Management**

- **Community Management & Account Strategy**
- **Team Management & Leadership**
- **Social Media Management**

g squared digital marketing

ACTING LEAD SOCIAL MEDIA COMMUNITY MANAGER

Sydney, AUS
July 2021 – February 2022

g squared digital marketing

SOCIAL MEDIA COMMUNITY MANAGER

Sydney, AUS
February 2021 – June 2021

education

master of music studies (performance; clarinet)

SYDNEY CONSERVATORIUM OF MUSIC

Sydney, AUS
February 2021 – June 2022 (currently deferred)

bachelor of music (degree with honours; clarinet)

awarded first class honours

MELBOURNE CONSERVATORIUM OF MUSIC

Melbourne, AUS
February 2020 – December 2020

bachelor of music (performance; clarinet)

MELBOURNE CONSERVATORIUM OF MUSIC

Melbourne, AUS
February 2017 – December 2019

certificates & training

Meta Certified Community Manager, Meta
Sprout Social Certification & Premium Analytics Pro, Sprout Social
Asana Ambassador Program, Asana

awards & scholarships

Loose Legends – Most Socially Conscious, Media Precinct Group (2024)

Greenberg–Gurney–Jensen Fund, Sydney Conservatorium of Music, University of Sydney (2021)

Chandler Scholarship, Sydney Conservatorium of Music

First Class Honours, Bachelor of Music (Degree with Honours), Melbourne Conservatorium of Music (2020)

Ellinor Gertrude Harris Bequest, Melbourne Conservatorium of Music, University of Melbourne (2017)

previous experience

various

VOLUNTEER CONTENT ROLES

- Managing Meta accounts for Melbourne Conservatorium Clarinet Studio, Ensemble Mistral, University of Melbourne Wind Symphony, University of Melbourne Clarinet Mega Day (including photo & video editing, copywriting)

- Live-posting on Instagram Stories for AYO National Music Camp in January 2020 – responsible for recording and editing video content, as well as static images, and copywriting. Posted live throughout the day.

Melbourne, AUS
January 2018 – December 2020

northend medical centre

PRACTICE ADMINISTRATOR

- Managing workflow improvements (liaising with owners, doctors, reception staff, and external stakeholders)

- Leading change management – transfer of medical software and records from Genie to Medical Director

Melbourne, AUS
July 2015 – July 2024

musica viva australia

INTERN – EMERGING ARTISTS & EDUCATION

Project Management & Administration

- Managing a database of entries into the inaugural Strike a Chord chamber music competition, including organisation of all video entries into relevant state folders for judging
- Assessing individual entries against the entry/selection criteria, to ensure all entries not meeting contest rules were flagged accordingly

- Managing pre-screening feedback sheets from adjudicators, including amending grammar & spelling.

Reporting & Analysis

- Creation & collation of insights and data from the inaugural competition, to assist with planning for future editions of the competition.

Melbourne, AUS
August 2020 – November 2020

professional references

available upon request