

CAREER OBJECTIVE

A creative and adaptable media professional with experience across end-to-end production. I've worked both in-house and agency-side, building a versatile skill set that spans pre-production planning, on-set support, post-production editing, influencer engagement, content and digital strategy. I am extremely confident in video editing for social media, with proficiency in CapCut and Adobe Suite. I thrive in hands-on environments where creative thinking, collaboration, and storytelling come together. Currently seeking a role within the Photography industry where I can continue to grow, contribute across projects, and help bring bold, culturally relevant ideas to life.

INDUSTRY EXPERIENCE

Content Strategist and Editor – Freelance

- Cinema Thom - Video Editor (ongoing)
- Video Production and Editing - Chunky Move - Time Remaining, Now Or Never Festival 2026
- Content Strategist at Mr Miyagi
- Into It Creative Agency - Elio's Place Content Shoot
- Content Producer at Tend-2
- Video Creator - 2Charm - Beyond The Valley 2025

Production Assistant – Freelance

- We The People - Production and styling assistant - Target and Uniqlo (Current)
- Styling and Production Assistant - Pork Store Productions (Current)
- Production Assistant - CC Production - Country Road October 2026
- Production Runner - The Artline Creative Agency - ELLE India Cover 2025

Flat Pack Studios – Social Media Coordinator

Dec 2024 - July 2025

- Manage the monthly social media accounts for our clients through content creation, scheduling and copywriting.
- Manage client relationships and create proposals for new business outreach.
- Shoot and edit video content, with proficiency in CapCut, Premiere Pro and Davinci Resolve.
- Supporting our clients with their UGC strategy through influencer outreach and engagement.
- Assisting on shoots with lighting, digital operating, prop management and general production to ensure a smooth run of day.
- Full-scale pre-production for photoshoots and campaigns, including concept ideation, creating shot lists and run sheets.
- Delivering tailored reports for social media clients using analytics to drive strategy.
- Designing assets for clients social media and print, with proficiency in Figma.
- Create strategy decks and pitch decks for clients focusing on paid ads, TikTok and Instagram strategy.

Hey Bud Skincare – Social Media & Influencer Coordinator

Feb 2022 - June 2024

- Develop various social media campaigns, such as Black Friday and Cyber Monday, product launches and other promotions.
- Update social media content across Instagram, Facebook and TikTok and LinkTree.
- Produce organic social content for Instagram, Facebook and TikTok and in-house paid ad content for the Facebook Ads channel.
- Liaise with our paid media team on a weekly basis to plan briefs, campaigns and budgets.
- Manage the monthly creator budget, producing forecasts, consistently keeping within the expenditure goals.
- Community management of Hey Bud's Facebook VIP group, helping to manage customer concerns in an engaging way and utilising acquisition tools within the social strategy to grow the group.
- Create briefs for designers, creators, influencers and photographers that are aligned with the Hey Bud aesthetic and brand vision.
- Manage up to 20 user-generated content creators at a time, overseeing their content deliverables for TikTok and Instagram, providing them with weekly feedback and briefing.

EDUCATION

RMIT University – Bachelor of Communication (Professional Communication) January 2020 - December 2022

RMIT University – Certificate IV in Photography and Digital Imaging - Current

La Casa Shambala – 200hr Yoga Teacher Training - October 2024

REFERENCES AVAILABLE UPON REQUEST

