

# ALICE HARRINGTON

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MARKETING. COPYWRITING. CONTENT.

## IN A NUTSHELL

### Copywriting

- Commercial copywriting for branding, cross-platform marketing and above-the-line advertising.
- Editorial feature writing, interviewing and reporting.
- Best-practice SEO copywriting to boost rankings.

### Content

- Managing social feeds for growth, ROI and engagement.
- Designing content for Facebook, Instagram and eDMs.
- Building blogs to help support SEO, branding and sales.
- Directing photoshoots, videos and presenting on-camera.

### Marketing

- Building a content calendar and marketing strategy.
- Creating and executing advertising campaigns, press releases, print marketing material and digital content.
- Overseeing large-scale events and launches.

## SKILLS & PROFICIENCIES

### Technical proficiencies

- Microsoft Office (Word, Excel, Powerpoint)
- Adobe Suite (InDesign, Illustrator, Photoshop)
- Google Drive (Docs, Sheets, Slides)
- Wordpress and CMS
- MailChimp and MyGuestList
- Facebook Business and Ads Manager

### Interpersonal skills

- Productivity and adaptability
- Verbal communication
- Cooperation, compromise and negotiation
- Critical thinking
- Leadership and confidence
- Empathy and listening skills
- Positivity

## EDUCATION

### Bachelor of Media and Communications (Journalism)

University of Technology, Sydney  
2005 - 2007

### Internships

*The Daily Telegraph*  
*Sunday Magazine*

2006 - 2007

*Cosmopolitan*

2006 - 2007

## PROFESSIONAL EXPERIENCE

Three Blue Ducks  
2019 - present

### Marketing & Comms Manager

*Led the branding and marketing of five Three Blue Ducks venues.*

- Built a comprehensive marketing and comms strategy, and content calendar.
- Increased engagement on social media with paid and organic campaigns.
- Created and distributed regular eDMs, and grew the email database.
- Improved active community engagement across all platforms.
- Ensured consistent branding.
- Boosted retail sales online by 100%.

hardtofind.com.au  
2016 - 2019

### Head of Content

*Created and executed content marketing strategies.*

- Grew social community and found new ways to engage with changing algorithms.
- Rebuilt the hardtofind blog and increased daily page views.
- Improved site rankings using SEO copy.
- Produced creative concepts for a line of own-brand products.
- Wrote copy for catalogues and above-the-line advertising.

Citrus Media  
2014 - 2016

### Chief Sub-Editor, *Women's Fitness*

*Worked confidently and autonomously to communicate complex health science in an approachable way.*

- Produced story ideas, conducted interviews and wrote features.
- Edited copy for accuracy and tone.
- Liaised with ad clients to balance brand and advertising interests.

Pacific Magazines  
2010 - 2014

### Chief Sub-Editor, *Famous Weekly*

*A management position that required accuracy, decisiveness and creativity.*

- Managed and mentored a team of four.
- Worked to tight weekly deadlines.
- Made difficult decisions autonomously.
- Minimised legal risk and crisis fall-out.

ACP Magazines  
2007 - 2010

### Features Writer / Deputy Chief Sub-Editor, *Shop Til You Drop*