

ALICE HARRINGTON

P 0403 939 521

A 5/33 Elizabeth St, Allawah NSW

E hello@aliceharrington.com.au

W aliceharrington.com.au

COMMUNICATIONS. CONTENT. COPYWRITING.

IN A NUTSHELL

Communications

- Internal communications: Delivering key messaging via email, documents, newsletters and presentations.
- External communications: Creating advertising campaigns, press releases, marketing collateral and digital content.
- Team work and stakeholder negotiations.

Content

- Managing social to maximise growth, ROI and engagement.
- Creating innovative content for social and email marketing.
- Building blogs to help support SEO, branding and sales.
- Directing video campaigns and presenting on-camera.

Copywriting

- Copywriting for branding, marketing and ATL advertising.
- Editorial feature writing, interviewing and reporting.
- Best-practice SEO copywriting to boost rankings.
- Translating complex information into accessible messaging.

SKILLS & PROFICIENCIES

Technical proficiencies

- Microsoft Office (Word, Excel, Powerpoint)
- Adobe Suite (InDesign, Illustrator, Photoshop)
- Google Drive (Docs, Sheets, Slides)
- Shopify, Wordpress and CMS
- MailChimp, Klaviyo 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

Go-To Skin Care
2020 – present

Gro-To Brand Manager

Cemented the Gro-To brand with innovative marketing campaigns.

- Created a calendar of original content.
- Managed copywriting for all internal and external brand communications.
- Maintained brand integrity of Gro-To.
- Reported on key trends and results.

Three Blue Ducks
2019 – 2020

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
- Oversaw large-scale events and launches.

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 blog and increased page views.
- Improved site rankings using SEO copy.
- Produced creative concepts for a line of own-brand products.
- Wrote copy for catalogues and ATL ads.

Citrus Media
2014 – 2016

Chief Sub-Editor, *Women's Fitness*

Worked to communicate complex science in an approachable way.

- 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*