

DIMITY KIRKWOOD

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My experience spans a broad range of areas including digital media, internal communications and content creation. Throughout my professional employment I have endeavoured to utilise my skills in media to communicate compelling messages to a wider audience. I generate value by combining excellent command of the written language with immersion in digital media, including analytics and strategy.

EMPLOYMENT HISTORY

Planet Broadcasting

2018 - present

PODCAST PRODUCER/CO-HOST

- Development of content and format for podcast The Millennial Divide
- Creation of digital content marketing strategy in order to expand reach and audience
- Management of email and social media accounts
- Communication with external stakeholders
- Review and synthesise analytics in order to communicate with team

Northern Health

2018 - 2019

OCCUPATIONAL THERAPIST

- Communicating complex information in a clear, succinct and compelling format to a diverse population
- Completing research projects to ensure interventions delivered are evidence-based and best practice
- Specialist training to become a 'Go To Resource' to support clinicians and patients who have been subjected to, or encountered, situations of family violence
- Collaboration with fellow therapists and patients to develop tailored interventions
- Timely and efficient prioritisation of patients and workload

The Mind Room

2016 - 2018

WRITER/SOCIAL MEDIA MANAGER

- Creation of marketing strategies with managerial team to promote internal events
- Writing, editing, publishing and promoting blogs that provide information on mindfulness and psychology
- Synthesising high quality evidence and research
- Monitoring and advising on social media pages

Mamamia Media Network

2014-2016

CONTENT CREATOR/ EDITORIAL INTEGRATION EXECUTIVE

- Sourcing and writing short/long form editorial posts on Content Management System
- Creating, directing, producing and editing video content to be posted on various platforms including CMS, social media pages and promotional material
- Consultation with advertisers to create, direct, produce and edit short-form written/video advertorial content
- Circulation of internal emails to promote social events
- Managing and growing audience on social media platforms
- Management of online community

Wok + Wine and Blend

2013 - 2014

COMMUNICATIONS AND MARKETING ASSISTANT

- Social media coordination, creating and maintaining Facebook and Twitter sites
- Brand journalism including drafting stories that demonstrate the key features of brands
- Event communication and coordination, coordinating the administrative and practical aspects of global events through correspondence with Ambassadors
- Database management

EDUCATION AND PROFESSIONAL QUALIFICATIONS

- Alliance Francaise 2018 Intermediate French Course
- La Trobe University 2016 – 2017 Master of Occupational Therapy Practice
- Hue University of Medicine and Pharmacy, Vietnam July – September, 2017 Macro Strategies for Research Practice in Occupational Therapy
- Centre for Adult Education 2017 Beginners Vietnamese course
- The University of Melbourne 2013 Postgraduate Honours in Media and Communication
- Thesis title: 'The potential of Twitter to facilitate deliberative democracy and address limitations in the regulation of Australian media'
- The University of North Carolina – Chapel Hill USA 2012 Bachelor of Arts, Major in Communications and Sociology (Exchange)
- The University of Melbourne 2010- 2012 Bachelor of Arts, Major in Media Communications and Sociology

VOLUNTEERING

The Stroke Foundation
2017

MEDIA ASSISTANT

- Advocating for Australia's Biggest Blood Pressure Check
- Compiling database of rural newspapers
- Consulting with managerial team to determine priorities for promotion of educational material

TRANSFERABLE SKILLS

- Competent organisation and time management skills
- Friendly, personable nature
- Strong sense of initiative and career ambition
- Design skills in Sketch, Canva and Prezi
- Ability to create and maintain social media sites eg Facebook, Twitter and blog site Wordpress for businesses
- Highly proficient with Microsoft Word, Excel, Powerpoint.

REFEREES

- UPON REQUEST