

Darcie Braddock

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E-portfolio: <https://darciebraddock.wixsite.com/my-site-2>

### **Career Objective**

After studying Marketing Communications at the University of Canberra and working as a marketing coordinator at a bar in civic for over a year, I have experience in events and marketing coordination for small businesses. I would absolutely love to get into marketing for brand launches or events marketing. This is because I've always loved the creation of events and how marketing transforms the success of a brand/event launch. Fashion Marketing would be my end goal as I have always had a passion for clothing and being able to express yourself through what you wear.

### **Education and Training**

- Graduated Year 12 at Chevalier College, Bowral.
- 2022 Graduate of Media and Communications (Marketing Communications) at the University of Canberra. My university group recently won "Best Media Planning and Execution" at the UCOMMS award ceremony for our Thank a First Responder Day Campaign.

### **Current Employment**

I currently work full time at Palmerston Primary School CBR. I have worked at this school since September 2020. This job entails me to:

- work with children of all ages.
- help children complete their tasks in a controlled and respectful manner as well as keeping them entertained.
- assist students with learning difficulties, disabilities and mental health issues to complete their tasks and remain happy in their school environment.

### **Experience**

Bartender/Supervisor/Events Manager/Marketing Coordinator @ Honkytonks CBR - March 2019 To June 2020

At this job:

- As a bartender I was required to serve wine, spirits and beers to customers while working the til. I would also maintain a clean and tidy work space for all other employees.
- As Events Manager I was required to answer the phones as well as taking bookings. I was also in charge of organising and running special events hosted at the bar.
- As Marketing Coordinator I would run the social media sites of the bar and create advertising content to target our desired audience.

Intern @ Danielle Cleary Events - February 2022 To May 2022

At this job I was required to:

- work in a fast paced, events and fashion company.
- create run sheets.
- communicate and work with many different companies/clients briefs.

- work behind the scenes with clients, models, photographers and others to create events and photo shoots of our clients dreams.

Intern/Marketing Coordinator @ Psychedeli CBR - October 2021 to Now

At this job:

- Edit and redesign current website.
- Set up online store.
- Design new menu and promotions for onsite deals.
- Run social media sites.

### **Skills**

- Excellent communicator, can talk to strangers easily and it has been said I am able to make customers feel important and attended to properly when I speak to them.
- I understand how important it is to work in a team and collaborate with others. I learnt these skills through multiple group projects accomplished at university and in my current work place.
- Think well on my feet, good common sense.
- I know how to work hard. Time is money and I understand that if my job is finished I can help others to complete more tasks.
- Great organisation skills.
- Advertising to target the desired target market.
- Know how to efficiently use and advertise on many social media platforms and the devices they're used on. These may include Instagram, Twitter, Tik Tok, Facebook, LinkedIn and Snapchat.
- Excellent communication skills developed through University assignments and oral presentations.
- Photography and image editing.

### **Reference**

Jess Lui

Manager - Bendooley Estate Berrima Phone: 0457425853

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Business Manager - Palmerston District Primary School Phone: +61 2 61421448