

Alexa Petersen

Work Experience

Casual Academic (Tutor)

University of Sydney

July 2022 - Present

- Teaching undergrad class Internet Transformations
- Marking assignments and providing feedback on work

Social Media Contributor & Magazine Distribution

A Modern Gay's Guide

July 2022 - Present

- Attending events on behalf of MGG and creating social content for Instagram and Tiktok
- Planning and orchestrating the magazine's local distribution

Content & Copy Freelancer

Self-Employed

Jan 2021 - Present

- Involved in the process from brief to execution for creative projects such as; visual educational materials, booklets, website copy and design
- Strong personal time management skills used to achieve a high standard of quality by deadlines

Part-time Sales Assistant

Kathmandu

July 2019 - Nov 2022

- Strong customer service skills, communicating effectively with customers face-to-face and over the phone, to assess their needs and resolve situations
- Experience managing multiple tasks, prioritising based on demands of the store, and working within a fast-paced environment

Communications Intern

Six O'Clock Advisory

November 2019 - December 2019

- Used MS Office to write and edit media releases, and daily media monitoring spreadsheets
- Created various assets for different team projects using Adobe Suite and Canva
- Collaborated with external contractors to create video content, storyboarded the concept

Referees can be provided on request.

0487600023



alexapetersen@outlook.com.au



<https://alexapetersen.wixsite.com/portfolio>



www.linkedin.com/in/alexa-petersen



Education

University of Sydney

Master in Digital Communication and Culture

2021 - 2022

- Undertook a range of subjects within the fields of Digital technologies, New Media, Gender, Popular Culture, and Internet studies
- Completed a dissertation looking at Spotify Wrapped and discussion on Twitter of users' music taste and habits

RMIT University

Bachelor of Professional Communication

2017 - 2020

- Graduated with Distinction
- Majored in Public Relations & minored in Popular Culture; looking at digital cultures, gender studies, music industry
- Completed a capstone project with CCMA Landcare, looking at customer engagement

RMIT University

Diploma of Languages

2017 - 2020

- Major in French, proficient fluency
- Minor in Spanish and Intercultural Communication
- Partook in the New Caledonia Study Trip as part of the New Colombo Program & completed a research project on NC Tourism

Skills and Abilities

- Proficient with MS Office, Adobe Suite, Canva, Social Media e.g. Instagram, Tiktok, and Twitter
- Excellent at creating, proof-reading & editing documents
- Strong problem solver and creative thinker
- Experienced with team leadership and task delegation