

SAMANTHA LOCK

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- 26 year-old Digital Communications Coordinator (Content Creation/ Social Media Management).
- Passionate about the digital space and the potential to evoke change through online and social media.
- Curiosity for new and unconventional ways to reach, engage with and give a voice to online audiences and communities.
- Undertaking a Masters Degree in Communications and Journalism. Seeking a part time role in a stimulating environment with possible future career prospects.

EXPERIENCE

Front of House/Digital Communications: *General Assembly Pty Ltd* Dec 2014– Present

Management of busy reception area in dynamic start-up co-working space. Regular website maintenance of updated content. Practical experience of working through customised CMS, scheduling content and ensuring content is timely and consistent. Experience of working off content schedules. Management of GA Melbourne's social media platforms with planned content scheduling, recording content calendars, and creating engaging and relevant content for GA audience. Promotion of courses and events via third party sites and industry influencers. Monitoring, participating and responding to online conversations. Facilitation and setup of social and industry events whilst promoting GA's services. Invoicing, recording and analysing data.
<https://generalassemb.ly>

Social Media & Online Content Creator: *YMCA Australia* June 2014 – Dec 2014

Six month contract role to establish a coherent public Social Media presence for the YMCA organisation. Managing these social media accounts with relevant and accurate information and monitoring and responding to user enquiries and feedback. Updating YMCA website with new content using CMS. Establishing a separate blog with a focus on health and fitness to drive traffic towards the YMCA main site and increase user participation in fitness facilities provided by YMCA. Content creation of EDM's and other marketing collateral.
<http://www.ymcansw.org.au/blog>

Creative Content Writer: *BMF Advertising* March 2014 – June 2014

Three month contract role to develop creative online content for a promotional campaign for Australian Beef and Livestock. Developed online content for the 'voice' of the 'Beef Oracle' - a fictitious figure representative of the Australian Beef Industry. Dissemination of relevant, accurate and engaging online content related to the campaign to direct consumers to main website. Engaging with users online, answering queries and addressing complaints.
<http://www.bmf.com.au/our-work/the-beef-oracle/>

EDUCATION

Bachelor of Arts: University of Sydney 2007 – 2009

Master of Journalism: University of Melbourne March 2015- Present

SKILLS

Confident use of Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Content Management Systems (WordPress, Butterfly), Social Media Platforms (Facebook, Twitter, LinkedIn, YouTube, Instagram, Pinterest, Vimeo). Adept use of image editing software (Photoshop, Illustrator) and video & audio editing software (Audition, Premier Pro). Understanding of HTML, CSS, Google Analytics and other online data analysis tools.

REFERENCES

Available on request.



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samantharoselock.wordpress.com
thejournalistonline.wordpress.com