

Joanna Robin *Journalist*

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About me:

Experienced digital journalist, editor and content producer. Formerly senior News Producer at **Mamamia**, Australia's largest independent women's website. Editor of **Mamamia Cares**.

Previously worked as a journalist for **Our Community**, the go-to centre for excellence for 600,000 Australian not-for-profits and schools and has had work published by **Crikey**, the **Herald Sun**, **Meld** and **Beat**.

Employment and Work Experience:

Willett Marketing *Creative, Digital and Copy*
June 2017 – Present

- Contributing to agency ideation and creative strategy
- Copywriting for traditional and digital media
- Digital strategy and implementation
- Social media strategy and implementation across social media platforms
- Online community management
- Account management

Mamamia Women's Network *News Producer/Editor Mamamia Cares, previously Site Coordinator*
October 2014 – June 2017

- Digital reporting on news, current affairs, politics, entertainment and popular culture
- Sourcing news and coming up with new angles on major stories
- Commissioning, editing and publishing content for Mamamia Cares
- Writing features, op-eds and native content
- Producing content for, and managing the Network's social media accounts
- Managing submissions and republications from a wide range of contributors
- Podcasting, video and multi-media reporting
- Managing interns and junior staff

Our Community *Journalist*
May 2014 – October 2014

- Producing news, help sheets and social media content for GiveNow, Institute of Community Directors Australia and Funding Centre
- Editing quarterly Board Builder newsletter
- Contributing to OC Matters and Funding Centre Scoop newsletters

AMA Victoria *Assistant, Policy and Public Affairs*
December 2013 – May 2014

- General administration
- Producing content for weekly newsletter, monthly magazine and social media
- Writing external communications on behalf of AMAV leadership team
- Recording and editing short news videos and communications from AMAV president
- Policy research
- Organising events
- Maintaining membership database

Express Media Education Programs Intern
January 2014 – July 2014

- Coordinating education program bookings
- Creating education resources to accompany Express Media publications
- Coordinating a quarterly education providers newsletter for schools and subscribers
- General administration

The Conversation Editorial Assistant, Politics + Society and Arts + Culture
August 2013 – December 2013

- Working under section editor, attending editorial meetings and pitching stories
- Commissioning articles from contributing academics
- Editing - enhancing readability; adding headlines, pictures, captions and links
- Producing research briefs and social media content

Beat Magazine Intern/Arts Writer
October 2012– July 2014

- Writing news, theatre, music and film reviews and features

Completed intensive internships at **Crikey**, **Herald Sun** and **Meld Magazine** in 2014.

Skills:

- Experienced writer, editor and communicator
- Excellent researcher – competent interviewer
- Strong understanding of social media and its role in the 24-hour news cycle
- Organised, self-starting and capable of adhering to strict deadlines
- Deep understanding of SEO
- Basic photo, video and audio editing skills using programs including Final Cut Pro, Adobe Premiere Elements, iMovie, Audacity, Audition, Soundcloud, Photoshop and Soundslides
- Comfortable with a range of content management systems, especially Wordpress

Education or Academic Qualifications:

2013	<i>RMIT University, Graduate Diploma of Journalism</i>
2008 - 2012	<i>The University of Melbourne, Bachelor of Arts</i> H2A (75 or above) average across second and third year subjects. Major fields of study: Anthropology and Social Theory.
2004 - 2007	<i>Wesley College, Melbourne</i> Enter score of 90.50, with a 44 in English. Received a Certificate of Academic Distinction for English at the completion of my VCE studies – awarded to the highest performing student in the subject throughout the year.

Referees:

Jamila Rizvi Former Editor-in-Chief – Mamamia Women’s Network

Lucy Ormonde Former Managing Editor and Chief of Staff (Melbourne) – Mamamia Women’s Network

Contact details upon request.