

RESUME

SHEVAUN VAN-HOFF

MARKETING/DESIGN GRADUATE

CONTACT ME

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Australian Citizen

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ABOUT ME

Bachelor of Design (July 2021)
Major Digital Media Minor Animation
Diplom in Socialmedia Marketing (Dec 2022) Advanced
Diploma Graphic Design (Dec 2018)

Strong motivation to learn all things social
media

Passionate about
Dance Marketing
Music and Singing

KEY SKILLS

- Content Creation/Marketing
- Copywriting
- Social Media Marketing
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Adobe Illustrator
- Mailchimp
- Wordpress
- Digital Asset Creation
- Video Editing
- Google Analytics

EDUCATION

Diploma in Social Media Marketing -
Oct 4th 2021 - Dec 2022

Bachelor of Design (Major- Digital Media and Minor-
Animation) (Mar 2019- Jun 27 2021), Swinburne University of Technology

Advanced Diploma of Graphic Design
(Jul 2018 - Nov 2018), Swinburne University of Technology

Diploma of Graphic Design
(Feb 2017- Jun 2018)- Swinburne University of Technology

AREAS OF EXPERTISE

- An ambitious and passionate Marketing Graduate
- Passion for Dance
- Customer Service skills
- Managing, Capturing and Analyzing Social media Metrics
- Videography/ Photography
- Experienced in the creation of Moving image Design for Socialmedia creative content
- Proficient at creating Facebook Ads, Google Ads LinkedIn Ads
- Experience in the creation of logos, banners, catalogues

SKILLS

- Keen eye for attention to detail
- Customer Service
- Motivated and Organized
- Team Player
- Focus on continuous Improvement
- Time Management
- Positivity
- Creativity

EMPLOYMENT OVERVIEW

- Belgravia Leisure Thomastown (TRAC)-Lifeguard-(July 2021 -To date)
- Quinlan Consulting - Marketing Intern - June 2023 To Oct 2023
- Marketing Eye - Marketing Intern - Jan 2023 To April 2023
- Hello Hello -Social media Marketing Content Creator- Nov 2022 - Jan 2023
- Concreters Warehouse -Digital Marketing Internship - July 2022 - Sep 2022
- Reesby Pty Ltd -Social Media Marketing Internship - Jun 2021 - Sep 2021
- Queen Victoria Market Traders-Marketing Internship- Jul 2020- Dec 2020

SOFT SKILLS

- Time Management
- Communication
- Team Player
- Creative Thinking
- Continuous Improvement
- Adaptability
- Independent
- Creativity
- Problem Solving
- Dependability
- Work Ethic
- Positivity
- Motivation
- Critical thinking

HARD SKILLS

- Adobe Photoshop
- Adobe After Effects
- Adobe Illustrator
- Adobe Indesign
- Concept Sketching
- Illustration
- Storyboarding
- Animation
- Video Editing
- 3D Design

INTERESTS

- Singing
- Dance
- Sports
- Music

REFERENCES

- Jessica Reesby
Managing Director
info@reesby.com.au
0403 233 518
- Hema Amaratne
Director
Sienama Thomastown
0426562604
- Anna D'Souza
Marketing Manager
Marketing Eye
(Written Referral)

EMPLOYMENT OVER VIEW

Lifeguard

Belgravia Leisure (TRAC) Thomastown

July 2021 - Today

- Enforce Water Safety Policies and Pool regulations
- Warns swimmers of improper activities
- Administer first aid in the event of an injury
- Rescue swimmers in distress or danger of drowning
- Administer CPR if needed
- Respond to Swimmer queries
- Spotting hazards and preventing accidents
- Giving advice on water safety and expected behaviour

Marketing Intern

Quinlan Consulting

June 2023 - Oct 2023

Responsible for creating content for social media channels. The outcome from the following tasks for the company was to increase sales for clients.

- Creating Engaging Content
- Monitoring Social media channels
- Google Analytics to get more high quality leads

Marketing Intern

Marketing Eye

Jan 2023 - To April 2023

Responsible for creating content for social media channels. The outcome from the following tasks for the company was to increase sales for clients

- Design for Social Media
- Website Design
- Video Editing
- EDM Design
- Logo Design
- Business Card, Letter head and Document template design for Marketing Strategies

Social media Content Creator

Hello Hello Plants

Nov 2022 - Jan 2023

Was responsible for updating Websites and creating content for social media channels. The outcome from the following tasks for the company was to increase Plant Sales

- Monitoring social media channels
- Website Updates via Wordpress
- Producing and Editing short Tiktok videos

Digital Marketing Internship

Cloisters Warehouse BESCO

July 2022 - Sep 2022

As an intern, I was responsible for designing and creating content for social media channels using Canva. The outcome from the following tasks for the company was to increase their customer base:

- Monitoring social media channels - Facebook and Instagram for new trends/ideas
- Assisted with the implementation of Marketing Campaigns
- Research and evaluate competitor marketing and digital content
- Email Marketing via Mailchimp campaigns

Social Media Marketing Internship

Reesby Pty Ltd

Jun 2021 - Sep 2021

I was responsible for designing and creating content for Reesby Recruitment social media pages. The outcome from the following tasks was to help unemployed secure a job in their field:

- Created animations for social media content
- Assisted with the implementation of Marketing Campaigns
- Creating engaging Facebook Ads, Instagram Ads, LinkedIn Ads, Tik Tok Ads
- Assist with capturing and analyzing social media metrics
- Email Marketing
- Research and evaluate competitor marketing and digital content
- Produced videos for uploading onto Social media
- Track, monitor and Analyse Digital campaign performance

Marketing Internship

Queen Victoria Market Traders

Jul 2020 - Dec 2020

The outcome for this task was to gain publicity and hence improve Retail Sales

- Created a selection of Engaging Loop Animations for a Socks company
- Developed ideas for Email Marketing and Website slide updates
- Created engaging Ads for Social media channels (Including Instagram & Facebook).

