

CURRICULUM VITAE

THOMAS ALEXANDER

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Education History:

All education was undertaken in the UK. Therefore, qualifications are similar, though not identical to the Australian syllabus.

1996 - 1999

BA (Hons) Photography
- 2:1 achieved

Skills:



Adobe Creative Suite



Social Media Platforms



WordPress & EDMs

1994 - 1995

Foundation in Art & Design
- specialising in graphic design, typography and photography. This one year qualification is necessary to enter into any arts based degree / post-graduate course in the UK

1992 - 1994

A Levels
(16-18 yrs HSC equivalent)
undergraduate studies
- Graphics
- Art
- Product Design

Personal Attributes:

Highly personable and able to source and conduct interviews on all manner of topics, through prior research of subject matter. Fluent in computer skills, with a knowledge of Dreamweaver, Adobe Creative Suite (Illustrator, InDesign & Photoshop), web-based production and Office programs. Adept at Social Media representation and marketing, including email marketing through numerous platforms including MailChimp and Campaign Monitor. Facebook and Instagram utilisation and maximisation, including the sourcing and licensing of material and information, to ensure the highest, most professional representation across online profiles. Compassionate to the needs and views of others. Trustworthy and reliable.

EMPLOYMENT HISTORY

2018

INSIGHT SOCIAL MEDIA - Digital Marketing Manager

www.insightsocialmedia.com.au

This role consisted of liaising with a collection of clients around Australia to produce relevant effective content, manage and optimise social media accounts. These accounts covered a range of topics, from finance and loans to luxury travel and indigenous healthcare.

Combined with this, much time was spent creating bespoke advertising, daily monitoring and maximising effective expenditure across a range of objectives, including website traffic, Facebook page likes and conversions (sales, newsletter sign-ups and leads). I both created the graphics and produced, developed and managed the advertising campaigns, with all accounts showing considerable growth across my management period.

2013 - present

SOCIAL MEDIA MANAGER - Freelance

@garagehandplanes | @rechusable | @underoursun
@the_vegan_company | @_veganwear

Over the past six years I have established myself as a freelance social media manager, representing the online voice for several clients. Surf, the environment, health and wellness are integral to these businesses, and I have created and sourced material to represent their brand identities. Creating graphical elements, connecting with influencers and photographers, creating blog posts and dispatching carefully curated posts according to researched follower analytics have expanded these businesses from a few hundred to tens of thousands of followers on Instagram and Facebook due to my work.

Added to this, I have designed, developed, written and dispatched EDMs (email newsletters) coordinated with my clients' needs and activities.

More recently, I have been implementing boosted posts and social media advertising campaigns tailored to a number of objectives, a diversity of targeted demographics and to suit clients' specific budgets and requirements. Developing branded graphics that perfectly reflect the businesses in question has also been integral to this.

March - June 2016

DEUS EX MACHINA BALI - Media Director

deuscustoms.com

As media director, it was my position to create all online content representing Deus' Temple of Enthusiasm in Bali. Coordinating photo shoots—flat lays, product and live action/models—directing graphic designers to create events and marketing material, managing a vast stock library to best represent the brand at any specific time or for any particular cause or occasion were just some of my responsibilities. I also conducted numerous interviews for blog posts, coordinated media distribution, worked alongside the in-house film and media team and created all social media content three times a day, seven days a week.

Oct 2013 - June 2016

PATAGONIA BYRON BAY - Social Media Manager

www.instagram.com/patagoniabyronbay

As social media manager, it was my position to not only expand and inform the business's customers and followers, but also to represent the ethos of the brand, researching environmental issues and new technologies, the expansion of the brand's range and research and sharing news and coverage of the sponsored team members, or 'ambassadors'.

· March 2012
· March 2013
· March 2014
· Oct 2014 to Mar
2019

NOOSA FESTIVAL OF SURFING - Media Manager, Co-Commentator

www.noosafestivalofsurfing.com

The Noosa Festival of Surfing is the world's largest surfing event (in terms of competitor entries). As media manager, it is my responsibility to bring daily news and results of the event to the general public, competitors and local, national and international media outlets.

Daily press releases, regular social media updates (Facebook, Instagram etc) and regional radio interviews and announcements are punctuated with surfer interviews, contest information, such as division/heat times and changes in schedules, and information on special events, are all my exclusive responsibility.

Additionally, it is myself to whom any media enquiries are directed. This entails liaising with contest directors, surfers and celebrities, such as Tom Carroll, Layne Beachley and Joel Tudor, to arrange interviews and ensure that the event receives the most high profile, consummate, yet succinct coverage possible.

EMPLOYMENT HISTORY

cont'd.

Oct 2015 – April 2016

COMMON GROUND – Chief Editor

www.commongroundaustralia.com

Common Ground is a community focused website highlighting the businesses, character and events of the Byron Shire. More than that, it expands the holistic and alternative mentality of the Byron Bay area to a global scale, bringing stories from such events as the Woodford Folk Festival, the Gold Coast's Bleach Festival and even The Bali Spirit Festival.

As chief editor, I received submissions, edit and publish, research and develop articles of my own, work significantly with Wordpress and assist in developing weekly newsletters.

An integral part of the Common Ground project is social media and I have intrinsic role in maintaining a fresh, regular stream of information and images on Facebook and Instagram. Liaising with members of the public, conducting interviews and representing the brand are integral to this role.

Dec 2006 to date

FREELANCE WRITER / JOURNALIST

Writing predominantly for the surf industry, clients have included Surfers Journal, Billabong, Australasian Surf Business magazine, Pacific Longboarder magazine and Waves magazine as well as numerous overseas magazines in Japan, New Zealand, South Africa, throughout Europe and the US.

Conducting interviews is an integral part of this work, as is varying the style and manner of writing according to the client

Additionally, I have designed and created websites for friends and acquaintances

My work has also incorporated social media management for numerous clients, including Garage Handplanes (@garaghandplanes) and Under Our Sun (@underoursun), as well as creating press releases, website content and written material for a wide range of outlets, from fashion and wellbeing to industrial flooring and restaurants.

For examples, please go to: www.subcutanea.com.au

FURTHER INFORMATION

Personal Interests:

I have a keen interest for all forms of art, be they fine art, photography, film, graphic, interior and product design. I am also an amateur photographer having had some images published in coordination with my articles in magazines across the world.

I thrive on physical activity and thoroughly enjoy most water sports, including surfing, bodysurfing and snowboarding. I also partake in yoga and enjoy outdoor activities.

Ethics, ecology and the environment are incredibly important to me and I feel most rewarded in my work when these beliefs are fulfilled.

References:

Phil Jarratt

Renowned Surf Writer, former Director
- Noosa Festival Of Surfing
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David Archer

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Should you require any further information please feel free to contact me via any of the details as listed above.

Thank you