

EVE KELLY

WRITER, EDITOR & WEB COMMUNICATIONS SPECIALIST

CONTACT

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SKILLS

- PROFESSIONAL WRITING
- EDITING & PROOFREADING
- ADMINISTRATION
- WEB COMMUNICATIONS
- SOCIAL MEDIA

"I was really impressed with the scope of what you can do. You are capable of pulling a lot of different but relevant things together, and you can do it quickly and efficiently – it's a high-order skill."

And I don't mean just your technical skills but how you work with people. You problem-solved and found what they actually needed a number of times, not just ruminations. Those are great capabilities, and I hope you find the work situation that best appreciates them!"

Dr James Vicars, School of Media, Creative Arts and Social Inquiry, Curtin University

PORTFOLIO



WRITING, EDITING, PUBLISHING & MEDIA

I'm a passionate writer with excellent writing, editing and administrative skills. I've written **feature articles** for news outlets and newsletters and **online content** for **websites** and **blogs**. **Professionally**, I've produced annual and financial reports, speeches, newsletters, media releases, training and procedure manuals, research articles and more. I'm proficient in using style guides, branding, SEO and audience engagement.

A confident media strategist, my **research** has featured in **articles** for *VICE*, *The New Daily*, *Herald Sun*, ABC Radio and podcasts. With my finger on the pulse of the zeitgeist, I aim to cover **women's issues**, **social justice** and **mental health**.

As a **generalist-specialist**, I combine **research** and **creativity** to produce **change-making** copy. I relish deep diving into detailed analysis, turning complex subjects into digestible content. I have experience **revising operational processes** to improve governance, engagement and efficiency.

TECHNICAL SKILLS & EXPERIENCE

Past professional positions have enabled me to hone my love of design and composition and driven my proficiency in using **creative software** and **Internet platforms and tools**, including:

- Digital Experience Platforms (DXP)
- Content personalisation, including SEO through XML sitemaps, SEO plugins, metadata and meta tags, Google Search Console and keywords
- Experience with Windows and Mac operating systems and Microsoft Office (Word, PowerPoint and Excel)
- Innovative software including Adobe InDesign & Illustrator, Photoshop, Garageband (audio engineering) and iMovie (video editing)
- Integrated web presence using social media platforms Facebook, Instagram, Twitter, YouTube, SoundCloud and WordPress.

With demonstrated adaptability, I've **trained and worked with**:

- Marketing and mailing lists (Mailchimp)
- Digital mapping software (ESRI, AutoCad and QGIS)
- Retail accounting (MYOB)
- Customer relationship management (CRM) systems and databases (SalesForce).

EDUCATION

Bachelor of Arts – Internet Communications & Professional Writing and Publishing, Curtin University
2018 – 2022

Achieving a course weighted average of 78% and four letters of commendation from the School of Media, Creative Arts and Social Inquiry.

FURTHER EDUCATION

University units:

- **Scientific Skills & Communications**, RMIT (High Distinction)
- **Fundamentals of Chemistry**, Murdoch University (Distinction)

2016

Certificate IV Science, NMIT
2003

Certificate III Animal Technology, NMIT
2002

INTERESTS & HOBBIES

- I love **writing music**, watching **films** and **writing** creative non-fiction.
- I also enjoy **reading**, **gardening**, **bushwalking** and **photography**.

References available upon request.

EXPERIENCE

Lonely Planet Publications

2009 - 2025

Without experience or qualifications, I trained as a **freelance digital cartographer**. My dedication to producing high-quality maps, both in-house and remotely, and my excellent interpersonal skills, excelled me to a **coordinating cartographer** position within three years. As a coordinating cartographer, I achieved the following:

- Completed mapping for hundreds of titles, with the utmost attention to detail to accomplish accurate and timely maps. My expertise saved the company time and money with minimal corrections.
- Coordinated micro-schedules for a team of authors, editors, layout designers and assisting cartographers. I relished collaborating and building relationships to achieve outstanding results to strict publishing deadlines.

I leveraged my past practical, organisational and planning skills to provide quality maps for publishing and archiving and professional project management and administration.

Australian Wildlife Protection Council

2017 - 2022

Starting as a volunteer **board secretary** and progressing to a paid position as **Business Administrator** (until 2020), I worked as a **freelance writer, editor and researcher** for this national non-profit. Using innovation, effective communication and Internet skills, I modernised the organisation by developing and delivering:

- Member and donor databases and mailing lists
- Integrated online donation and membership forms
- Bookkeeping; financial record keeping and reporting
- Standardised governance practices and branding
- Technical procedures manual and style guide
- Social media web presence
- Newsletters distributed via digital mailing lists
- WordPress website
- Written articles, annual and financial reports, agendas, minutes, government submissions and letters.

Developing streamlined processes helped grow the membership and fundraising capabilities to ensure the AWPC continues as a viable and professional organisation. My efforts increased readership, provided improved interaction with members and strengthened the organisation's wildlife message to a broader audience.

Health, Wildlife & Study Hiatus

2013 - 2017

In 2013, I was stricken with health challenges and couldn't work full-time. However, I continued my vocational work as a **wildlife rescuer and shelter operator** and short-term paid positions. While I recovered, I started a **Bachelor of Science** – I later transferred to a **Bachelor of Arts**.