

ALEXANDRA LINDE

Content Creator, Copywriter, Editor

CONTACT



Phone

0439 073 696



Website

www.alexandramckiterickcreative.com.au



Email

hello@alexandramckiterickcreative.com.au

EDUCATION

BACHELOR OF BUSINESS & BACHELOR OF ARTS

*Majoring in Tourism Management,
Journalism & International Relations*

*University Southern Queensland
Graduated with Distinction - 2012*

BACHELOR OF BUSINESS & BACHELOR OF JOURNALISM

*Majoring in International
Relations & French*

*Queensland University of
Technology
Transferred to USQ 2009*

PROFILE

I am an experienced content creator, travel writer, publishing & production coordinator, & leader, with a background in travel, sales & writing. I am seeking to grow my freelance writing and editing career, expand my portfolio, and work with new organisations to contribute positively to their content goals.

EXPERIENCE

FOUNDER/WRITER & EDITOR

Alexandra McKiterick Creative:

November 2019–Present

Alexandra McKiterick Creative is a freelance business providing content creation, copywriting & editing services.

In this role, I run Alexandra McKiterick Creative, my freelance writing company. My passion for writing and powerful storytelling was the motivation behind starting this business. My goal is to create compelling content, effective product copy and thorough editing for businesses and organisations that need assistance or increased capacity in these areas.

Key responsibilities & achievements:

- Providing editing services to ensure consistency and accuracy across websites, print and internal communications
- Content creation for websites including regular contributions to The Trend Spotter (<https://www.thetrendspotter.net/author/alex/>)
- Copywriting to assist businesses in putting their best foot forward and positioning their products and services in the best way possible
- Style guide creation for organisations that need a style and writing manual to ensure they're creating consistent and meaningful communications that align with brand messaging

PUBLISHING CONTENT & PRODUCTION COORDINATOR/ASSISTANT TEAM LEADER

Flight Centre Publications (formerly Infinity Holidays Publishing):

May 2014–June 2017 / July 2017–March 2020

Flight Centre Travel Group (FCTG) is one of the world's largest travel agency groups.

In this role I helped run the Flight Centre Publications team, which produced an annual suite of travel brochures for the Flight Centre Travel Group, for distribution across its network of retail stores. My role involved both content creation & publishing production, as well as leadership. During my time in this position, I demonstrated a strong work ethic, excellent time management skills & the ability to work

SKILLS

SOFTWARE

*Competent with Adobe InDesign,
Illustrator & Acrobat*

*Basic knowledge of
Adobe Photoshop*

*Competent with Microsoft Word,
Outlook, Excel & PowerPoint*

*Competent with Asana & Trello
Basic knowledge of Jira*

VOLUNTEERING

BSIDES BRISBANE

*Cyber Security Conference –
Volunteer
June 2019*

well under pressure, as well as maintaining an excellent attention to detail, & problem solving abilities. I've also demonstrated flexibility & adaptability, & the ability to seek, accept & learn from feedback, which are evidenced in my key responsibilities & achievements below.

Key responsibilities & achievements:

- Brochure content creation & writing across multiple titles, which encompassed research, copywriting, editing, inputting rates from the booking system, sourcing images, liaising with in-destination suppliers, proofreading, & implementation of design elements such as brand standards & voice, all in a timely manner & to deadline.
- Development & coordination of seasonal editorial production schedules & printing deadlines. This required problem solving & attention to detail to ensure workloads are balanced & deadlines are achievable, time is managed well, budgets are maintained & that the brochures hit the stores in a timely manner. It also involves liaising with other areas of the business in order to ensure the strategic direction and marketing goals are supported.
- Relationship management with all stakeholders, including retail partners, internal stakeholders, & external suppliers. This included liaising with a cartographer, proof reader, printing company, & storage & distribution company to ensure the schedule works & the physical outcome of the brochure is achieved. It also included working with destination specialists, the contracting business, partnerships manager & Worldwide representatives to decide on the content, within the page & budget restrictions.
- Relationship management also included leading my team of 8, through staff development, coaching, 1-on-1s, day-to-day management, conflict resolution, & creating a positive work culture through measures such as team building & gratitude.
- I assisted in the successful rebranding of the Infinity Holidays branded brochures to Flight Centre branded brochures, including implementing a full redesign, a new brand voice, a new product strategy, new processes & a new suite of titles, to better support the front line retail agents. This also included communicating the change to our retail partners, including the what, why, how & what if, to increase engagement, buy-in & education.
- Market research in the form of focus groups, surveys & 'days in the life', to determine the requirements of both our target market (retail agents), & other business units. This was also to seek feedback on the actions & outcomes we'd produced, & to see if we've met the expectations & needs of our stakeholders.
- Business planning & reviewing, including yearly & 90-day plans that align with both company & team goals. This was to make sure that my team were achieving tangible goals & holding ourselves accountable, that we're contributing in a meaningful way to the company, & that staff development was a priority.
- Created informational & training material for our retail partners on how to use the new Flight Centre branded brochures, including tips & tricks, how to use the flow of the brochure to sell, & things to keep an eye out for.
- Created & implemented a new process for a 'Worldwise check', to ensure that all brochure content & messaging was in line with the Flight Centre Travel Group Responsible Travel Charter, & enact any

INDEPENDENT COURSE WORK

IT MASTERS – DIGITAL MARKETING ANALYTICS

*Charles Sturt University
Completed 2019*

COURAGEOUS CONVERSATIONS

*Flight Centre Development Squad
Completed 2019*

LEADING CHANGE

*Flight Centre Development Squad
Completed 2019*

EMOTIONAL INTELLIGENCE FOR LEADERS

*Flight Centre Development Squad
Completed 2018*

ATL STEP-UP TRAINING

*Flight Centre Development Squad
Completed 2018*

ATL TRAINING

*Flight Centre Development Squad
Completed 2018*

MINI MBA MARKETING

*Marketing Week
Completed 2017*

changes recommended by the Worldwise team.

- Budget tracking & financial management to maintain cost projections, work within budgets, ensure suppliers are paid on time, & savings were made where possible.
- Human resource functions including recruitment, hiring & training.
- I was chosen to be a mentor in the first Future Leader Mentor Program, to give guidance & advice to 4 of Infinity Holidays' future leaders.

SALES ASSISTANT/ASSISTANT STORE MANAGER

Wittner: September 2006–May 2008 / May 2008–May 2014

Wittner is a leading Australian women's leather footwear company founded in 1912

In this role, I assisted the store manager in the running of store in day-to-day activities, business planning, record keeping, achieving KPIs, supervision of a team of 6-8 staff & ensuring the provision of the highest quality customer service standards. I helped to develop & implement of staff incentives to drive sales & exceed KPIs as well as train new staff & managers for not only our store but other stores in the state as well.

Key achievements:

- I assisted in revenue growth of the store since its opening in 2006 by driving sales, KPIs & ensuring staff are trained well.
- I was selected to help set up & train Queensland's first regional Wittner store in Mackay.
- Our store successfully held a VIP birthday celebration evening in honour of the company's centenary in 2012, which helped drive sales & morale, as well as improve target market knowledge of the company.

KITCHEN HAND/SUPERVISOR

Eagle Boys Pizza / September 2002 - 2006

Eagle Boys Pizza was a franchise-based fast food pizza store.

In this role, I assisted the store owner in the day to day running of the business including customer service, food preparation, money handling, cleaning, stock ordering, conflict-resolution, as well as the supervision of a team of 10-15 staff.