

Drew Baker

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Skills

- Adobe Suite
- Copywriter
- Digital Content
- Editor
- Journalist
- Photographer
- Social Media
- Videographer

Education

Bachelor of Communications with High Distinction from RMIT University
Graduated 2024.

Bachelor of Journalism (Semester Abroad) from Toronto Metropolitan University (A Grade).
Semester 1, 2024: Jan – Jun 2024

ACICIS JPP Program (Semester Abroad) from Atma Jaya Universitas
Summer Semester 2023.

Websites, Portfolios, Profiles

Digital Portfolio
<https://www.drewbaker.net/>

Linked In
<https://www.linkedin.com/in/drewb1995/>

Instagram
<https://www.instagram.com/drew.brat/>

InClover Magazine
<https://inclovermag.com/author/drewb/>

Summary

I am an experienced communications professional with a diverse background in journalism, specializing in writing, video, and audio production. Currently serving as the Marketing and Social Media Manager for the Czech & Slovak Film Festival of Australia, I create engaging content and promotional materials to connect with audiences and elevate brand visibility. My work focuses on crafting compelling narratives and building digital media strategies that enhance audience engagement.

I am driven by the ambition to bring untold stories to the forefront and to challenge myself by working within communities different from my own, gaining a broader perspective on the world. My long-term goal is to combine my passion for film and storytelling with my journalistic skills to become a successful documentary filmmaker, using the power of media to amplify voices and narratives that often go unheard.

Industry Experience

Communications and Social Media Manager at Czech and Slovak Film Festival of Australia (CASFFA)
July 2024 – Present

In my current role, I manage content creation and digital presence across all major platforms, including Instagram, Facebook, and the CASFFA website.

Achievements:

- Successfully built and nurtured professional advertising relationships, resulting in new sponsorships and partnerships.
- Played a pivotal role in enhancing the festival's social media presence, contributing to increased engagement and visibility.
- Recognized for my contributions during the 2024 festival and invited to join the 2025 CASFFA committee, following a highly successful internship period.

Podcast Presenter and Producer at Youth Jam Media Incorporated
Jan 2025 – Present

I present and produce a weekly 1-hour podcast (Fridays at 6PM) to Youth Jam's audience (12 – 25-year-olds). I source and interview talent, present the news, edit audio, and investigate feature pieces.

Industry Experience (Continued)

Key Achievement:

- Successfully helped extend the station's reach by bringing a Melbourne-based audience to a Perth-based radio station, expanding the station's listener base and fostering cross-city engagement.

Newsreader at Reading Radio (Brisbane)

Jan 2025 – March 2025

I produce and present a 5-minute news 'recap' on Saturday mornings.

Camera Operator & Video Editor at Bridge of Hope Innocence Initiative (BOHII) with Bill Park

June 2024 – Nov 2024

I co-produced and edited the video marking the 10-year anniversary of the Bridge of Hope Innocence Initiative, which highlights the organization's mission and achievements.

Key Achievements:

- Produced and edited the 10-year anniversary video, now published on both the BOHII website and YouTube, showcasing the organization's impact and raising awareness for its cause.
- The video has been a key tool in engaging new supporters and donors, helping to amplify the initiative's visibility.

Social Media and Communications (Intern) at Your Community Health (YCH)

October 2024 – Dec 2024

During my internship, I contributed to the development of content for YCH's social media platforms and supported the launch of their new website.

Key Achievements:

- Produced engaging social media tiles and content, increasing interaction and reach across YCH's online channels.
- Played a key role in assisting with the development and launch of the YCH website, designed using Wix, to improve user experience and accessibility.

News Reader at Joy FM Melbourne

March 2023 – November 2023

As part of the Newsreader Training program at Joy FM, I developed my skills in delivering timely and accurate news updates on air, working closely with veteran broadcaster Gary Wilson.

- Completed the comprehensive Newsreader Training program, gaining hands-on experience in live radio news presentation.

- Contributed to the station's news segment by delivering daily updates, honing my ability to engage a diverse audience through clear, concise, and professional reporting.
- Gained valuable experience in radio production, furthering my expertise in audio and live broadcasting.

Intern Journalist (Magazine) at InClover Magazine

Jan 2023 – Feb 2023

During my 6-week internship at InClover Magazine in Jakarta, I contributed to a range of lifestyle and leisure articles and supported the magazine's social media presence across multiple interest categories.

Key Achievements:

- Authored over 40 articles published on InClover's website, covering diverse topics such as travel, culture, and wellness.
- Created engaging social media content that helped boost the magazine's online visibility and audience engagement.
- Gained valuable editorial experience while learning the inner workings of a fast-paced publishing environment.

Non-Industry Experience

Sales, Retail & Management

- **Columbia Sportswear:** June 2024 – Present.
- **R.M. Williams:** September 2023 – Jan 2024.
- **Gazman:** March 2023 – September 2023.
- **Levi Strauss & Co:** Feb 2022 – Jan 2023.
- **David Jones:** Jun 2020 – Feb 2022.
- **JB Hi-Fi:** Jan 2017 – Jan 2019.
- **Woolworths:** Feb 2016 – Jan 2017.
- **Civic Video:** Feb 2011 – August 2014.

Hospitality & Front of House

- **Clifton's (Mixed Role):** Feb 2022 – Feb 2023.
- **Star Casino (Dealer):** Jan 2018 – Jan 2019.

Operative Theatre / Patient Care Assistant

- **Ramsay Healthcare:** January 2019 – June 2022, August 2014 – Feb 2016.