

# DREW BAKER

DIGITAL CONTENT & COMMUNICATIONS SPECIALIST

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## SUMMARY

Digital content and communications specialist with a High Distinction Journalism degree from RMIT University. Experienced in producing multimedia content, managing social media channels, and using analytics and SEO to grow online audiences. Skilled across video, podcast, and written storytelling with a strong understanding of platform-native content and digital engagement strategies.

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## CORE SKILLS

- **Content & Strategy:** Content Strategy, Social Media Strategy, Copywriting & Editing
  - **Platforms:** Instagram, TikTok, LinkedIn, YouTube, Letterboxd
  - **Production:** Video Editing (Premiere Pro), Audio Production (Audition / Pro Tools), Podcast, Canva
  - **Analytics & SEO:** Google Analytics, Ahrefs, HubSpot Academy, Meta Business Suite
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## PROFESSIONAL EXPERIENCE

### Sales Associate

October 2025 – Present

Pandiano Pty Ltd

- Deliver high-quality customer service and consultative sales support in a fast-paced retail environment, consistently meeting sales targets and KPIs.
- Apply strong product knowledge and customer engagement skills to recommend tailored solutions, increasing conversion rates and transaction value.
- Design in-store promotional materials and posters using Canva, maintaining strong visual merchandising standards and supporting retail marketing campaigns and brand presentation.
- Assist with point-of-sale (POS) operations, inventory management, and stock control, ensuring efficient retail operations and customer experience.

### Social Media Marketing Specialist

July 2024 – December 2025

The Czech and Slovak Film Festival of Australia

- Launched and managed the festival's Letterboxd presence, building a new online film community and increasing digital engagement with festival programming and editorial content.
- Developed and maintained a social media content calendar, producing and scheduling digital posts, video content, and campaign messaging across platforms.
- Analysed audience analytics using Google Analytics and Meta Business Suite, optimising posting schedules, paid campaigns, and content performance.
- Supported digital marketing strategy and campaign optimisation using analytics insights, contributing to board discussions on audience growth and online engagement.

### Copywriter & Editor (Contract Role)

June 2025 – September 2025

APT Travel Group

- Rewrote and refined marketing collateral, ensuring brand messaging consistency across brochures, web content, and promotional materials.
- Applied SEO best practices and content optimisation to improve web visibility and audience reach.
- Collaborated with marketing and design teams to deliver high-quality, audience-focused content aligned with corporate brand strategy.
- Strengthened team digital marketing skills by implementing SEO assessment frameworks and promoting Ahrefs and HubSpot Academy certification programs, improving overall campaign performance.

### Assistant Store Manager / Sales Associate

2022 - 2025

R.M. Williams, Levi Strauss & Co., Koko Black, Columbia Sportswear

- Led retail teams while supporting in-store marketing initiatives including promotional displays, visual merchandising, and branded customer engagement.

- Developed visual merchandising and in-store promotional content, strengthening brand messaging and customer engagement.
- Applied consultative communication techniques to enhance customer experience and increase repeat business.
- Managed inventory, POS systems, and daily operations, maintaining high standards of brand representation and store performance.

### **Podcast Host and Producer (Remote)**

**December 2024 – June 2025**

Youth Jam Radio WA

- Conceived, produced, and hosted original podcast Drew Process, managing full production lifecycle from concept to distribution.
- Expanded the station's reach by attracting Melbourne listeners to Perth programming, strengthening cross-city audience engagement.
- Conducted research and interviews with national and international guests, delivering in-depth coverage of complex social issues.
- Edited and published audio content using Audition/Pro Tools, while promoting episodes across social media and applying SEO to maximise audience engagement.

### **Marketing Communications Intern**

**October 2024 – January 2025**

Your Community Health

- Supported integrated communications campaigns, producing social media, website, and community engagement content.
- Updated and maintained website content using a Content Management System (CMS), supporting basic web development and digital content publishing.
- Created and scheduled social media posts across digital platforms, ensuring consistent messaging and campaign visibility.
- Monitored campaign engagement metrics and collaborated with the communications team to maintain brand alignment across digital channels.

### **Video Editor & Camera Operator**

**September 2024 – December 2024**

Bridge of Hope Innocence Initiative – RMIT University

- Filmed and edited video content for the organisation's 10-year anniversary campaign, supporting digital distribution across web and YouTube platforms.
- Operated professional camera and audio equipment to capture high-quality footage for promotional and documentary-style content.
- Contributed to story development and visual direction, aligning video content with campaign messaging.
- Assisted with post-production editing and content optimisation to ensure production quality and timely delivery.

### **Multimedia Journalist Intern**

**January 2023 – March 2023**

InClover Magazine – Jakarta, Indonesia

- Produced lifestyle editorial content and feature interviews for InClover's quarterly print and digital publication, contributing to international editorial coverage.
- Captured and edited promotional photography and visual media, supporting brand storytelling across social media and digital marketing channels.
- Contributed to campaign ideation and Instagram marketing initiatives, increasing audience engagement and brand visibility for a regional lifestyle audience.

## **EDUCATION**

### **Bachelor of Communication (Journalism), High Distinction**

**2022 - 2024**

- Recipient of the John and Charlotte Kahane Scholarship, awarded for academic excellence in communications.
- Served as Editor (Arts, Music & Culture) for The Swanston Gazette, overseeing editorial content and contributing feature writing and interviews.
- Completed a semester exchange at Toronto Metropolitan University, expanding international journalism and media studies experience.
- Completed the ACICIS Journalism Professional Practicum (JPP) at Atma Jaya Universitas, Jakarta, producing editorial and multimedia content in an international newsroom environment.