

DREW BAKER

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Professional Summary

Curious and driven multimedia journalist passionate about telling stories that matter. With experience spanning **editorial, broadcast, and digital media** across Australia and Southeast Asia, I've contributed to publications and platforms including **APT Travel Group's Voyage Magazine and Travelmarvel Insider, Inclover Magazine, and Youth Jam Radio WA**. I've also led content and media strategy for **not-for-profit organisations**, including the **Czech and Slovak Film Festival of Australia** and the **Bridge of Hope Innocence Initiative at RMIT**, blending sharp storytelling with a purpose-driven approach.

Skilled in **feature writing, interviewing, and editorial judgement**, I pair strong journalistic instincts with hands-on expertise in **video production, audio editing (Adobe Audition & Premiere Pro), podcasting, and multimedia storytelling**. Beyond the newsroom, I've driven **social media strategy** using **Meta Business Suite, WordPress, Contentful CMS, and Letterboxd**, and grown audiences through **SEO-driven campaigns and creative copywriting**. Known for my **cross-cultural communication skills and collaborative approach**, I thrive on transforming complex topics into engaging, accessible narratives that inform, inspire, and spark conversation.

Professional Experience (Industry)

Copywriter & Editor (Luxury Travel)

APT Travel Group | Moorabbin, Melbourne | June 2025 – September 2025 (Contract Role)

- **Crafted evocative, brand-aligned content** for [APT Luxury Travel](#) and [Travelmarvel](#), enhancing the appeal of high-end destinations across web, print, and social platforms. **Utilised SEO best practices** via Ahrefs' Marketing Intelligence Platform and specialised APT brand training to boost organic engagement and visibility.
- **Edited and refined premium travel copy** for **flagship publications**, including *Travelmarvel Brochure: Egypt & Jordan 2025*, *Travelmarvel Insider*, and *Voyage Magazine*. Ensured consistency, clarity, and a premium tone across all touchpoints, utilising **InDesign** and the **Adobe Suite** to enhance the visual design and layout of these high-end assets.
- **Collaborated cross-functionally with design and marketing teams**, using **InDesign** to create visually cohesive, high-impact campaigns that captivated luxury-focused audiences. Delivered dynamic content for both APT and Travelmarvel, integrating creative design elements with compelling storytelling.
- **Utilised Contentful CMS** to manage and optimise web content, ensuring seamless publishing and content updates for APT and Travelmarvel's digital platforms. Applied editorial judgement to shape narratives and improve engagement across blogs, landing pages, and travel itineraries.
- **Developed trade and sales assets**, including tailored brochures, digital landing pages, email campaigns, and promotional content, ensuring they were aligned with both APT and Travelmarvel's luxury brand messaging. Collaborated with internal teams to optimise copy and visuals to drive sales and business growth.
- **Conducted comprehensive destination research** and liaised with product and marketing teams to ensure editorial accuracy and alignment with brand storytelling across key publications and trade assets, such as the *Travelmarvel Brochure: Egypt & Jordan 2025* and *Travelmarvel Insider*.

Social Media Marketing Specialist and Media (Film Festival Industry, Not-For-Profit)

[Czech and Slovak Film Festival of Australia](#) (CaSFFA) | Melbourne, Adelaide & Brisbane | July 2024 - Current

- **Lead social media and media strategy** for CaSFFA, a national not-for-profit in the film festival industry celebrating Czech and Slovak cinema. Craft and execute culturally attuned campaigns that elevate the festival's profile and engage diverse arts audiences across four city chapters.
- **Develop and implement multi-platform social strategies** using **Meta Business Suite** to plan, schedule, and optimise content across **Facebook** and **Instagram**, driving growth in engagement and attendance. Established CaSFFA's **HQ Letterboxd profile** to connect with international cinephile communities and enhance the festival's digital presence.
- **Collaborate cross-functionally via ClickUp** to **coordinate campaign calendars, creative workflows, and interstate communications**. Manage and maintain the festival's **WordPress**-built website, ensuring timely updates to program content, ticketing pages, and media releases to support audience acquisition.
- **Produce and place media content to amplify the festival's visibility**, including writing feature articles, press releases, filmmaker interviews, and behind-the-scenes stories for both owned and earned media channels. Translate complex cultural themes into accessible, compelling narratives that resonate with local and global audiences.

Podcast Host & Producer (Radio Industry, Not-For-Profit)

[Youth Jam Radio WA](#) | Remote (Station based in Perth) | January 2025 – June 2025

- **Created and hosted *Drew Process***, an engaging and dynamic podcast exploring the week's most pressing issues with a focus on topics that matter to young people. Delivered insightful commentary, thought-provoking discussions, and a fresh perspective on current events and youth culture.
- **Produced and edited weekly episodes** using **Adobe Audition and Premiere Pro** to ensure **broadcast-quality audio and cohesive multimedia content**. Managed the full podcast production lifecycle — from research, scripting, and interview coordination to recording, presenting, and scheduling — to maintain a consistent publishing cadence and strong audience engagement.
- **Leveraged Spotify for Podcasters** to **distribute and analyse episodes, using audience metrics to shape themes, refine storytelling approaches, and optimise release strategies**. Built rapport with listeners and developed a network of emerging talent through authentic storytelling and dynamic on-air presence.

Marketing & Web Development Intern (Community Health Services)

[Your Community Health](#) | Melbourne | October 2024 – January 2025

- **Supported the Communications and Marketing team in delivering strategic campaigns that promoted essential community health services**, including medical, dental, Aboriginal Health, and Trans and Gender Diverse care. Contributed to initiatives that strengthened public awareness and enhanced engagement with diverse communities across northern Melbourne.
- **Assisted in content creation and social media management to amplify organisational reach**, while supporting the relaunch of the Your Community Health website through content development, user experience planning, and quality assurance. Gained hands-on experience across digital and traditional marketing channels, applying ethical communication practices and inclusive language to ensure accessibility and cultural sensitivity.
- **Collaborated with internal teams to develop human-interest stories, interviewing staff and community members to produce compelling written content for internal newsletters, external campaigns, and the organisation's digital platforms.** Supported the planning and delivery of marketing activities that reinforced the organisation's role as a trusted local health provider.

Camera Operator & Video Editor Intern

[The Bridge of Hope Innocence Initiative at RMIT](#) | Melbourne | September 2024 – December 2025

- **Supported the Innocence Initiative's advocacy and justice reform efforts** by creating impactful visual content that raised public awareness of wrongful convictions and highlighted the human stories behind them.
- **Operated professional video equipment across interviews and on-location shoots**, capturing high-quality footage aligned with project narratives. Collaborated closely with the producer, RMIT staff, legal professionals, and fellow interns to plan shoots, refine creative direction, and ensure accurate, ethical storytelling.
- **Assisted in post-production using Premiere Pro, managing footage, editing interviews, and shaping visual narratives that supported the Initiative's campaign objectives.** Helped document case studies and personal narratives, producing [multimedia content](#) that amplified the Initiative's advocacy work and engaged diverse audiences.

Multimedia Journalist Intern (Lifestyle)

[Inclover Magazine](#) | Jakarta, Indonesia | January 2023 – March 2023

- **Contributed to Inclover Magazine's quarterly print and digital publications** by producing lifestyle editorial content and conducting interviews that highlighted local culture, fashion, and wellbeing trends for a diverse, cross-cultural readership.
- **Captured and edited promotional photography to support brand storytelling across social media and marketing channels, strengthening the magazine's visual identity.** Collaborated on campaign ideation and Instagram marketing strategies to boost engagement and enhance the publication's digital presence.
- **Adapted translated content from Bahasa Indonesia into polished English for international audiences, ensuring editorial clarity and cultural sensitivity.** Pitched and developed feature articles that enriched Inclover's editorial offering and reinforced its positioning as a leading luxury lifestyle publication.

Professional Experience (Non-Industry)

Sales Specialist (Outdoor Gear)

Columbia Sportswear | Melbourne | June 2024 – July 2024

Assistant Store Manager (Retail & Hospitality)

Koko Black Chocolate | Melbourne | April 2025 – June 2025

Sales Associate (Retail)

R.M. Williams | Melbourne | January 2023 – June 2024

Sales Stylist & Supervisor (Retail)

Levi Strauss & Co. | Melbourne | February 2022 – January 2023

Operative Theatre Technician

Ramsay Healthcare | Brisbane & Melbourne | August 2014 – February 2022

Education

Bachelor of Communications (Journalism) – High Distinction

RMIT University | Melbourne | GPA: 3.5 / 4.0 | 2022 – 2024

Bachelor of Journalism (Semester Exchange)

Toronto Metropolitan University | Toronto, Canada | Winter Semester, 2024 | Grade: A

Journalism Professional Practicum (JPP)

ACICIS / Atma Jaya University | Jakarta, Indonesia | Summer, 2023 | Grade: Pass (Pass/Fail)

Certificate III in Business-to-Business Sales (SIR30316)

Alffie – Training Online Australia Pty Ltd | Melbourne | 2025 (Current) | Pass