

CURRICULUM VITAE – ANDREA FERRIS

Name: Andrea Ferris
Business: Your PR Department
ABN: 35 386 379 065
Address: 12 Kupiano Drive (PO Box 367) Bli Bli Qld 4560
Phone: 0407 449 270
Email: andrea@yourprdept.com.au
Web: www.yourprdept.com.au

SUMMARY OF WORK EXPERIENCE

6 January 2010 – present

Freelance corporate communication and publishing clients:

DERM – Waste Reform Division (ongoing)

Corporate communication strategies, writing, editing.

Vink Publishing – Editor

Puppies & Dogs Annual 2012

Coach Communications

(DEEDI) Rewrite Queensland Trade and Investment Strategy 2011–2016.

Coach Communications

Department Employment Economic Development and Innovation (DEEDI) Annual Report 2010–2011.

Sugar Research and Development Corporation

2009-2010 Annual Report

Department of Environment and Resource Management (DERM)

Reef Protection Unit: corporate communication strategic advice and activity implementation as contracted.

Sugar Research and Development Corporation

2009-2010 Annual Report

Vink Publishing – Editor

Puppies & Dogs Annual 2011

Apollo Motorhome Holidays New Zealand magazine

Apollo Motorhome Holidays Australia magazine.

Communications and Marketing tasks for family small businesses: North Coast Commercial Cleaning and Sunshine Pressure Wash. Tasks include: preparing advertising material and manage website.

1 March 2009 – 6 January 2010 (contract)

Queensland Government – Department Environment and Resource Management

Principal Communications Officer (AO6) Reef Protection Package Project

Key Duties

In support of the whole of government reef protection package:

Lead the development and implementation of communication strategies and activities; provide high-level communications advice; develop communications protocols, procedures and processes; manage web-based communications; provide professional writing and editing services.

Achievements

- Part of team that was awarded DERM Excellence Award 2010.
- Supported passage of Bill through parliament by: preparing media releases, hot issue briefs, briefing notes, speeches and identification of media opportunities.
- Advised and supported senior management with strategic advice on issues, policy and activities in relation to communications and engagement.
- Developed, commenced implementation and monitoring of communications strategy.

- Planned, monitored and evaluated communications activities and collateral including:
 - new website (www.reefwise farming.qld.gov.au)
 - development of namestyle
 - design and writing of publications
 - design and writing of fact sheets and frequently asked questions.
 - writing of media releases and general articles
 - collection and establishment of image library.
- Established project relevant networks through the department and state government.
- Coordinated mail-out to 6500 farmers and graziers.

6 January 2009 – March 2009 (contract)

Queensland Government – Department Environment and Resource Management

Principal Communications Officer (AO6) Moreton Bay Marine Park Zoning Plan Review

Key Duties

Coordinate communications activities for the commencement of the final stage of the zoning plan. Provide advice to Minister's office, prepare ministerial media releases, briefs, parliamentary briefing notes, speech notes and identify media opportunities; respond to ministerial correspondence; support senior management with strategic advice on issues, policy and activities in relation to communications; liaise with regional office.

Achievements

- Coordinated design, print, publication and distribution of user guide.
- Managed media and advertising (including radio) leading up to commencement.

10 November 2008 – 5 December 2008 (6 week contract)

Queensland Government – Queensland Transport

Senior Communications Advisor Level AO6

Key duties

General communications activities as required to support corporate communications section.

Achievement

Development and publication of policy for use of promotional materials.

September 2008 (2 week contract)

Queensland Government – Office for Women

Communications Coordinator Level AO6

Key duties

General communications activities and supervision of communications staff.

June 2008 – September 2008

Self employed - Your PR Department.

Freelance marketing and communications. Clients included: Sunfresh Marketing, MV Trader Star, Data Cogs, P2P Business Solutions Pty Ltd, Vink Publishing, Qld Department Environment & Resource Management, Sugar Research & Development Corporation.

October 2007 – June 2008

Sugar Research & Development Corporation

Communications Officer

Key Duties

Coordinate communications strategies and initiatives that contribute to corporate goals; provide advice and support to Executive Director, Board of Directors and staff in relation to communication initiatives and issues; develop and maintain effective networks and consult and negotiate with internal and external clients, other government agencies and key stakeholders; coordinate a wide-range of communication material including publications, brochures, advertising, presentations and newsletters for electronic and print publication; media liaison and preparation of media releases and responses.

Achievements

- Wrote edited and coordinated a bi-monthly newsletter and monthly e-newsletter within deadlines.
- Collaborated with external supplier to improve and update SRDC website.

- Coordinated the planning and delivery of nine regional workshop events throughout Queensland.
- Finalised Annual Report.

September 2007 – October 2007 (contract)

Environmental Protection Agency – Moreton Bay Marine Park Rezoning Project

Communications Officer Level AO6/2

Key Duties

To provide advice on communications activities to support the Moreton Bay Marine Park Rezoning Project.

Achievements

- Developed stage 2 communications plan.
- Prepared several responses to ministerial correspondence within deadlines.
- Wrote fact sheets, media releases and feature article copy within deadlines.

July 2007 – August 2007 (contract)

Environmental Protection Agency – Queensland Wetlands Programme

Communications Adviser – Level AO5

Key Duties:

Provide advice on marketing and communication activities to support Queensland Wetlands Programme objectives; media relations; manage corporate brand and style; develop strategic communications plan for final year of programme; coordination of design and production of corporate promotional material; coordinate attendance and display at conferences and events; coordinate editorial, design and print services.

October 2004 – July 2007

Redlands Shire Council, Cleveland, Queensland

Marketing and Communications Adviser – Level 5

Key Duties

- provide advice to clients on options for marketing and communication activities to support corporate objectives
- communications account management
- media relations
- research and write media releases
- respond to media enquiries
- research and write speeches for mayor and councillors
- write material for annual report and corporate plan
- write material for shire newsletter
- edit and publish internal staff newsletter and e-newsletter
- write material for website
- corporate brand and style management
- preparation of strategic communications plans
- photography for corporate publications
- coordination of design and production of corporate publications
- coordinate market research.

2000 – 2004

Cardinia Shire Council, Melbourne, Victoria

Communications Coordinator – Level 6

Key Duties

- provision of communications advice to CEO, mayor, senior management, staff and councillors
- coordination of communications, marketing and public relations activities
- develop corporate communication policy and procedures for media, issues management and corporate identity
- media relations and media releases
- corporate brand and style management
- preparation of strategic communications and issues management plans
- design and production of corporate publications
- design and produce marketing materials
- preparation and production of annual report

- design and production of shire magazine
- administer and provide content for the website
- management of communications budget
- staff supervision.

1998 – 2000

Great Lakes Council, Forster, New South Wales
Public Relations & Administration Officer

SKILLS AND ABILITIES

Software

- Quark Express
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe Acrobat Professional
- MS PowerPoint
- MS Word
- MS Publisher
- Nitro PDF Professional.

Skills

- feature writing
- writing for the media
- desktop publishing
- digital photography
- editing
- multimedia presentations
- events management and coordination
- website writing, publishing and content management
- speech writing
- plain language.

Courses and training

- magazine feature writing – RMIT, Melbourne (2004)
- speech writing – University of Queensland short course (2007)
- customer service – Redland Shire Council in-service course (2006)
- facilitation – Bob Dick, SRDC in-service course (2008)
- photography – Brisbane College of Photography and Art (2006/07)

FREELANCE FEATURE WRITING & EDITING

2008 Arabian Horse News, Vink Publishing, Brisbane.

2008 Dogs and Puppies Annual, Vink Publishing, Brisbane.

2008 Cats and Kittens Annual, Vink Publishing, Brisbane.

2008 NCHA Year Book – NCHA, Tamworth, NSW

2009 Editor – The Western Horse – Beginner to Advanced (released January 2010) Vink Publishing, Brisbane

2010 Editor – Kitten & Cats Annual (2011), Vink Publishing, Brisbane

2010 Editor – Apollo Motorhomes New Zealand, Vink Publishing, Brisbane

2011 Editor – Puppies & Dogs Annual (2011), Vink Publishing, Brisbane

2011 Editor – Apollo Motorhome Holidays Australia magazine

2011 Editor – Puppies & Dogs Annual (2012), Vink Publishing, Brisbane

REFEREES

Available on request.