

CAREER SUMMARY

I am a campaign and communications strategist with more than 20 years' experience in media and communication. My specialities are digital content strategy and community engagement. I have edited print and digital magazines, produced web sites, managed communities, conducted training, been a spokesperson on radio and television, judged awards, presented at conferences and taught journalism and digital media at Melbourne University.

KEY ACHIEVEMENTS

- » Founding editor, internet.au magazine
- » Editor, e)mag magazine (Fairfax)
- » Lecturer, journalism & digital media (Melbourne University)
- » Digital strategist, City of Melbourne, 2009–10
- » Australian communications contact, "Barbie break-up", Greenpeace Australia Pacific
- » Digital production manager, NewsLocal
- » National Communications Coordinator, Australian Greens, Federal Elections 2013 & 2016

KEY SKILLS & ATTRIBUTES

STRATEGY & PLANNING

- » strategic planning and lateral thinking
- » budget development
- » critical thinking
- » strong understanding of defamation laws
- » understanding of research methodologies

LEADERSHIP SKILLS

- » vision and leadership
- » staff management and development
- » change management
- » risk management
- » community management

EDITORIAL SKILLS

- » content strategy
- » copy editing and structural editing
- » proof-reading
- » editorial management, production oversight
- » commissioning
- » cultural commentary
- » excellent written and verbal communication
- » creative guidance and feedback
- » layout and on-screen editing
- » process development and tracking

ONLINE EXPERTISE

- » strong theoretical grounding
- » information architecture development
- » card sorting
- » usability and accessibility
- » social media strategy
- » early adopter
- » cross-platform testing
- » trend monitoring
- » Google Analytics, Unica, Nielsen

SOCIAL MEDIA & PLATFORMS

- » Facebook
- » Twitter
- » Google+
- » LinkedIn
- » Nationbuilder
- » AdWords
- » Quora
- » HootSuite
- » Skype
- » Vimeo
- » YouTube
- » Tumblr
- » bit.ly
- » Slack
- » Pinterest
- » SocialMention

LANGUAGES & SOFTWARE

- » HTML
- » Dreamweaver
- » Drupal
- » Sharepoint
- » InDesign
- » speak, read and write English and French.
- » minimal German and Spanish.
- » CSS
- » Photoshop
- » WordPress
- » CiviCRM

contact@rosannebersten.com | 0402 148 489
[8/96 spensley street, clifton hill 3068]

ROSANNE BERSTEN

EMPLOYMENT

NATIONAL COMMUNICATIONS COORDINATOR, {2013—PRESENT, AUSTRALIAN GREENS}

Responsibilities:

- » Liaise between national office, MP's offices, state offices and lower-house campaigns to ensure consistency of message and style across print, web and social media
- » Oversee development of national style guide and manage style guide roll-out and use
- » Develop content strategy for web site and party-based and election social media
- » Oversee design for printed materials such as fundraising, merchandise, booklets
- » Manage internal communications, member communications, campaign communications

Achievements:

- » Relaunch of national web site for 2013 and 2016 elections and roll-out of state web sites in preparation for state elections
 - » 2016 national style guide implementation across campaigns in time for DD election
 - » Overhaul of national email program
 - » Digital strategy for WA by-election 2014
 - » Global live chat with leaders of Greens for Australia, Canada and US for begreenglobally.org
-

FOUNDER & STRATEGIC DIRECTOR, {2008—PRESENT, TINDERSPARK}

Responsibilities:

- » Develop digital strategy for clients and deliver digital and social solutions including editorial, technical, community and training solutions
- » Clients have included Jessie Street National Women's Library, Sydney TAFE, Ethical Consumer Group, University of Melbourne, International Federation of Journalists, Domestic Violence Resource Centre Victoria

Achievements:

- » Community management for Ethical Consumer Group, 2008—present; created IA for website overhaul based on user feedback; edited annual print guide; advised on iPhone app
 - » Community management, digital strategy and training for Sydney TAFE. Grew Facebook community from 5,000 to more than 12,000 in four months using competitions, content engagement strategies and advertising.
 - » Set up online shop and training registration system for DVRCV, 2011
-

DIGITAL PRODUCTION MANAGER {2011—12, NEWSLOCAL NEWSPAPERS}

Responsibilities:

- » Liaise with group online news producer and ~170 editors, journalists and photographers for daily online publishing on 23 community news sites and associated social media sites (Twitter, Facebook, Google+, Pinterest)
- » Monitor digital performance and produce daily, weekly and quarterly reports for executive leadership team and staff
- » Develop corporate digital strategy

Achievements:

- » Digital rebranding of Cumberland Newspapers to NewsLocal, including a completely new corporate web site, an eNewsletter and web sites, Facebook pages and Twitter redesigns for 22 mastheads.
 - » Relaunch of www.newslocal.com.au.
 - » Established an editorial social media policy and implemented a social media register in order to track the 170 staff with accounts and manage business risks.
-

MEDIA & COMMUNICATIONS OFFICER {2011, GREENPEACE AUSTRALIA PACIFIC}

Responsibilities:

- » Developing and implementing communications strategies based on campaign objectives
- » Producing online and print collateral to support media campaigns

Achievements:

- » Ran the Australian communications aspect from media liaison to digital components for the "Barbie breakup" campaign which addressed toy packaging issues. By the end of the campaign, there had been 1.25 million views of the YouTube video and more than 300,000 emails sent to the CEO of Mattel. Mattel switched its packaging supplier to one that didn't use rainforest pulp.

» Established the digital strategy for the Australian Oceans campaign. In addition to co-writing an editorial for World Oceans Day that was placed on the ABC's Drum web site, I co-ordinated the launch of the 2012 Greenpeace Canned Tuna Guide. Identified a unique opportunity for collaboration with the Australian Marine Conservation Society who were developing the first Sustainable Seafood Guide iPhone app.

WEB PRODUCER & DIGITAL ENGAGEMENT STRATEGIST {2009–2010, CITY OF MELBOURNE}

Responsibilities:

- » Editing, production and strategic development of enterprisemelbourne.com.au and melbourne.vic.gov.au, day-to-day oversight of 12 sub-sites
- » Develop and oversee social media strategy for all products
- » Liaise with external developers and contractors
- » Manage team of writers, producers and analyst and liaise with artists and internal IT, BAs

Achievements:

- » The City identified a need for a different way to communicate with businesses. I developed a comprehensive IA based on competitor analysis and stakeholder engagement, then commissioned and edited content, commissioned and approved design, produced all pages and oversaw site launch. The portal quickly became the key mechanism for business to interact with the City and subsequent usability analysis and focus groups rated the site as excellent.
- » The City was interested in improving its digital consultation. A previous collaborative effort had proved very costly. I developed community consultation sites for Southbank and North Melbourne including forums using existing and open source tools. Participation increased by 70 per cent.
- » I successfully negotiated large-scale complicated projects with multiple stakeholders.
- » I developed a social media strategy and user's guide for the organisation and ran social media and digital engagement training for staff
- » The City wanted a program to educate young pedestrians about drinking and street safety. I oversaw the project, collaborating with the communications officer and external developer Hive to produce Grogger, a social media game that was launched on Facebook, iPhone, Android and Ovi.

FREELANCE WRITER & EDITOR {2002–2007, SOLE TRADER}

Responsibilities:

- » Writing and editing articles about digital culture

Achievements:

- » Articles for The Australian, The Age, New Matilda, FastThinking Magazine, #nett magazine and more.

COURSE CO-ORDINATOR & TUTOR {2003–2006, UNIVERSITY OF MELBOURNE}

Responsibilities:

- » Lecturing and tutoring undergraduate and postgraduate journalism courses
- » Course development (Editing for Digital Media, Magazine Editing)
- » Assessing and grading student work

Achievements:

- » Excellent feedback from students (Overall satisfaction rating 4.5/5 or 90%)

WEB PRODUCER {JUN 2005–2006, GLOBAL DILEMMA PRODUCTIONS} (CONTRACT)

Responsibilities:

- » Plan, write, edit and oversee web production, digital marketing and community management) for world-first interactive online drama series, forget the rules (www.forgettherules.com).

Achievements:

- » forget the rules was awarded the Best Interactive Format prize at Cannes' MIPCOM.

EDITOR, E)MAG MAGAZINE {1999–2002, SYDNEY MORNING HERALD/THE AGE, FAIRFAX}

Responsibilities:

- » Managing team of four to produce monthly magazine with 490,000 circulation
- » Writing weekly column for the Next IT section
- » Editing weekly Livewire section of The Age
- » Commissioning freelance writers and developing story lists

Achievements:

- » Interviewed **Hugh Jackman, Haley Joel Osment, John Travolta**
- » Front page story on The Age about cryogenics
- » Oversaw web site with streaming video product reviews and user feedback
- » Regular radio appearances speaking on cultural effects of technology

EDITOR, CHOICE ONLINE {1998–1999, AUSTRALIAN CONSUMERS' ASSOCIATION}

Responsibilities:

- » Managing web site during transition from free to pay-per-view/subscription
- » Strategic manager overseeing custom CMS creation
- » Editing bi-monthly **Computer CHOICE** section of **CHOICE** with 200,000 circulation
- » Staff training and change management
- » Spokesperson for technology issues including Y2K

Achievements:

- » Transitioned free site to pay-per-PDF download and quarterly subscription
- » Appeared on The Circle, ABC News, Radio National and others
- » Set up and moderated early user-communities online

EDITOR, DIGITAL CULTURE MAGAZINES {1995–1998, NEXT MEDIA}

Responsibilities:

- » Editing monthly magazine, **internet.au** with a 25,000 circulation and web site
- » Editing quarterly magazine, **the netDirectory** and the **Internet Starter Guide**
- » Editing c|net Australia web site
- » Commissioning freelance writers and developing story lists

Achievements:

- » Founding editor of Australia's first Internet magazine
- » Finalist, Best Editor, 1997 IT Writers' Awards

EDUCATION

PRIMARY SCHOOL {1976–1980, ROSEVILLE PUBLIC SCHOOL}

ACCELERATED LEARNING {1981–1982, ARTARMON PUBLIC SCHOOL}

HIGH SCHOOL CERTIFICATE {1983–1988, NORTH SYDNEY GIRLS' HIGH SCHOOL}

BA (COMMUNICATIONS) {1989–1994, UNIVERSITY OF TECHNOLOGY, SYDNEY}

Majoring in Writing, and Social/Political Theory

Honours with Distinction, 1994

MA (COMMUNICATIONS) {2001–2004, RMIT UNIVERSITY}

Thesis with High Distinction

CERTIFICATE IV IN BUSINESS {2006, RMIT UNIVERSITY}

Majored in Small Business Management

AWARDS

FINALIST, **BEST EDITOR**, FOR INTERNET.AU {1997, IT WRITERS' AWARDS}

SCHOLARSHIP FOR OUTSTANDING ACHIEVEMENT {2003, RMIT UNIVERSITY}

HONORARY FELLOW {2004–2010, UNIVERSITY OF MELBOURNE}

HUMAN RIGHTS PROMOTION AWARD {2009, PUBLIC INTEREST ADVOCACY CENTRE}

REFEREES

BRETT CONSTABLE, GENERAL MANAGER, AUSTRALIAN GREENS: 0408 593 669

KATE MOORE, MARKETING MANAGER, UNICEF: 02 8917 3244

STEPHEN LUNTZ, PSEPHOLOGIST: 0438 667 787

CATRIN HOBART, CORPORATE AFFAIRS MANAGER, SYDNEY TAFE: 0431 931 859