

CAREER SUMMARY

Rosanne Bersten is the managing director of intertwine pty ltd, a not-for-profit organisation specialising in intersectional training, consulting and evaluation. Xe has extensive experience in teaching, strategy and policy development, and communications and marketing. Xyr Masters thesis was on the intersections of sexuality, ethnicity and disability.

KEY ACHIEVEMENTS

- » Managing director, intertwine, 2018–present
- » National Policy Co-convenor, Australian Greens 2017–18
- » National Communications Coordinator, Australian Greens, 2013–2017
- » Lecturer, various subjects including journalism and international gender politics (Melbourne University)
- » Digital strategist, City of Melbourne, 2009–10
- » First editor of an internet magazine in Australia

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 & development
- » change management
- » risk management
- » community management

COMMUNICATION SKILLS

- » content strategy
- » copy editing and structural editing
- » proof-reading
- » editorial management, production oversight
- » commissioning
- » cultural commentary
- » excellent written & verbal communication
- » creative guidance and feedback
- » layout and on-screen editing
- » message development
- » speak, read and write English and French.
- » minimal German and Spanish.

EVALUATION EXPERTISE

- » strong theoretical grounding
- » survey development & analysis
- » usability and accessibility
- » focus group experience
- » card-sorting
- » cross-platform testing
- » stakeholder interviews
- » coding and statistical analysis

TRAINING & PUBLIC SPEAKING

- » course development
- » training delivery
- » open technologies
- » assessment & grading to scale
- » lecturing and tutoring
- » workshop experience
- » large group facilitation
- » panel & keynote experience
- » television & radio experience

ro@intertwine.org.au / 0402 148 489
[5/12 omar street, templestowe lower 3107]

ro (phoenix) bersten

EMPLOYMENT

MANAGING DIRECTOR (2018–PRESENT, **INTERTWINE**)

- » Responsible for business development and day-to-day management of small not-for-profit organisation delivering intersectional training, consulting and evaluation
- » Responsible for training course development and delivery
- » Lead on consultancy, resource-development and evaluation projects

COMMUNICATION COORDINATOR (2018–2020, **WIRE, P/T**)

- » Responsible for internal and external communication strategy
- » Responsible for day-to-day social media management; collateral development; market research and analysis
- » Responsible for managing communications staff and volunteers

NATIONAL COMMUNICATIONS COORDINATOR (2013–2017, **AUSTRALIAN GREENS**)

- » Responsible for coordination between national and state offices, 10 Federal MPs' offices, 25 State MPs' offices, and lower-house campaigns to ensure consistency of message and style across print, web and social media
- » Managed 2016 Australian Greens rebranding project
- » Oversaw web sites and national social media, including restructure projects
- » Responsible for coordination of electoral communications & campaigns during federal elections
- » Part of a team managing and responding to electoral research, voter intention, market research, and messaging research

FOUNDER & STRATEGIC DIRECTOR (2008-2018, **TINDERSPARK**)

- » Developed digital strategy for clients and delivered digital and social solutions including editorial, technical, community and training solutions
- » Developed, produced and edited organisational evaluation and reports as required
- » Clients included Jessie Street National Women's Library, Sydney TAFE, Ethical Consumer Group, University of Melbourne, International Federation of Journalists, Domestic Violence Resource Centre Victoria, Fund our Future, The Green Institute, w/respect consortium, Thorne Harbour Health

WEB PRODUCER & DIGITAL ENGAGEMENT STRATEGIST (2009-2010, **CITY OF MELBOURNE**)

- » Editing, production and strategic development of enterprisemelbourne.com.au and melbourne.vic.gov.au, day-to-day oversight of 12 sub-sites
- » Developed and oversaw social media strategy and policies for all products
- » Developed community consultation sites for Southbank and North Melbourne including forums using existing and open source tools. Participation increased by 70 per cent.
- » Negotiated large-scale complicated projects with multiple stakeholders.
- » Project manager, Grogger, a Facebook, iPhone, Android and Ovi game (with developer Hive).

COURSE CO-ORDINATOR & TUTOR (2003-2009, **UNIVERSITY OF MELBOURNE**)

- » Lectured and tutored undergraduate and postgraduate journalism and politics courses
- » Course development (Editing for Digital Media, Magazine Editing)
- » Excellent feedback from students (Overall satisfaction rating 4.5/5 or 90%)

PREVIOUS EXPERIENCE (VARIOUS EMPLOYERS)

- » Digital Manager, Australian Consumers' Association
- » Magazine editor — e)mag (Sydney Morning Herald/The Age); CHOICE Online; internet.au (Next Media), Australian Macworld Magazine (IDG).
- » Market researcher — BIS Shrapnel, others

PRO-BONO/VOLUNTEER

- » Co-ordinator, Internet tent, Go Girl! Sydney Women's Festival (1997, 1998)
- » Member, Australian review panel, "Declaration on Authentication for Electronic Commerce", OECD, 1998
- » Presenter, "Marginality: the notion of community", 5th Australasian Conference on Bisexuality (1998)
- » Author, dedication plaque, Gay & Lesbian Holocaust Memorial, Green Park, Sydney
- » Media tent assistant & workshop presenter, Woodford Folk Festival (2002–2004)
- » Assistant facilitator, x|media|lab festival (2003, 2004)
- » Presenter, "Beyond Identity, Beyond Hybridity", Inaugural Australian Queer & Multicultural Conference (2004)
- » Organiser, peace picnic in response to Cronulla race riots (2005, 400 attendees, media coverage in Herald Sun, MX, Ch 9, 7 & ABC)
- » Member, organising committee, Melbourne Social Forum (2005–2006)
- » Australian Greens Policy Committee Convenor (2017–2018)
- » Communications support, Rainbow Community Angels (2023)

EDUCATION

- » 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 'Marginalia: Edge Identities' 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

Please contact me for referees