Alarna Hurley

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Education

University of Canberra - *Bachelor of Business/ Bachelor of Communication and Media*   *Feb 2020 - Nov 2022*
University of Canberra College - *Diploma of Communication*   *Feb 2019 - Sep 2019*
Google Digital Garage Certificate - *The Fundamentals of Digital Marketing*   *Dec 2020 - Jan 2021*
Hootsuite Academy - *Social Marketing Certification*   *Aug 2021 - Oct 2021*
Canberra College - *Year 12 Tertiary Certification*   *2017 - Oct 2018*

Achievements

Golden Key International Honours Society - *Awarded due to academic achievement at the University of Canberra*   *Oct 2020*
University of Canberra Dean's Excellence Award - *Prestigious award recognising hard work, commitment, academic excellence, and a Grade Point Average of 6.5 or above*   *Nov 2021*
University of Canberra Communications Awards Winner- *Awarded for creating an integrated communication campaign for Canberra Street Dance Festival 2023*   *Oct 2022*

Experience

Deloitte - *Summer Vacationer (Digital Consultant);* Canberra   *Nov 2021- Dec 2021*
- Supported user experience design (UX) regarding a project for an Australian advocacy body client; communicated with the client to clarify project expectations; assisted during the design process by uncovering and identifying the usability of crucial navigation and core features.
- The client had issues regarding the functioning of their website and application forms; therefore, my task was to assist in improving the website's functioning. My team and I took action by mapping out the issue and implementing testing strategies. The client was pleased with the result as their customers could easily use the website and application forms. Additionally, the client was better able to monitor and control their customer analytics.

Saigon Children's Charity - *Vacationer (Marketing);* Ho Chi Minh City (Remote Placement)   *May 2022- Jul 2022*
- Organised by Pagoda Projects, and awarded mobility grant through the New Colombo Plan as initiated by the Australian Government Department of Foreign Affairs and Trade.
- I collaborated with a team to produce the annual report for the Saigon Children's Charity. Furthermore, I communicated effectively in a cross-cultural business setting; enhanced my cross-cultural interpersonal skills by acquiring the Vietnamese language; adapted to a new and unfamiliar situation; showed self-management skills; communicated with a range of stakeholders; demonstrated open-mindedness and willingness to learn, and utilised storytelling, empathy, design, and marketing skills.

Retail
Sussan - *Sales Associate;* Woden, Canberra   *Oct 2019- Feb 2020*
Reject Shop - *Sales Associate;* Weston Creek, Canberra   *Dec 2017- Dec 2018*
- Served customers; dealt with customers' queries and complaints; advised customers on products; utilised sales promotion skills. Demonstrated communication skills, teamwork, time management, confidence, and ability to work under pressure, all of which are essential skills for any position.

Child Care - *Private Sitter*
- Demonstrated trustworthiness, patience, flexibility, dependability, and responsibility.   *Oct 2015- Feb 2019*

University of Canberra Golden Key Committee - *Webmaster;* Canberra   *Jan 2021- Dec 2021*
University of Canberra United Nations Student Society - *Social Media Manager;* Canberra   *Jan 2022- Jul 2022*
- Updated and maintained website and Facebook pages; coordinated electronic communication with chapter members. Demonstrated attention to detail, communication, and listening skills.

About Me

I enjoy activities that intellectually/ physically challenge me. I played premier league football for six years (Weston and Tuggeranong teams) where I developed confidence, goal setting, visualisation, focus, teamwork, enthusiasm, and an ability to deal with pressure.

My educational aspirations are to finish my double Bachelor's degree in Business and Communications and then complete a Master's in Business Administration.

Background Screening Check

Issued by Fit2work from Equifax

Completed checks: Australian Criminal History Check, AU Entitlement to Work, Qualification Check.

www.fit2work.com.au/verify