



## EDUCATION

**Bachelor of Communication (Media)**  
(Graduation with Distinction)  
RMIT University - 2016

**International Exchange**  
Concordia University - 2015  
Montreal, Canada

10-month international leadership  
program (2013, *World Betar Inc.*)

## SOFTWARE SKILLS

**Adobe Creative suite:** Lightroom,  
Photoshop, Premiere, Illustrator,  
InDesign, After Effects, Audition

**Sound Design:** Ableton, Audacity

**EDM & Social:** Mailchimp, Hootsuite,  
social media platforms, AdsManager

**CMS & Team Management:**  
WordPress, Magento, SmartSheet,  
Slack, Asana, Wix, Pixo

## HIGHLIGHTS

**Digital media and content creation**  
Developed through education,  
employment and hobby projects.

**Management**  
Developed through leading  
both in-house and freelance  
content-creation teams.

**Excellent communication  
(verbal, visual & digital)**  
Developed through client interaction,  
copywriting, and team-based projects.



## EMPLOYMENT HISTORY

**Assemblo**  
(freelance)

2020 - ongoing

### CONTENT PRODUCER

- Creating on-demand content for a range of Melbourne- and Australia-based clients.
- Delivering on client briefs in a timely manner while adjusting for SEO, tone, and audience.

**TourScanner**

2020 - ongoing

### EDITOR / COPYWRITER

- Copywriting and editing of tourism-focused articles.
- Publishing SEO-tailored content to grow audience size, engagement, and conversions.
- Content and copywriting strategy aimed at maximising traffic and affiliate sales.

**Valnet Inc.**

2018 - ongoing

### CONTENT MANAGER / SENIOR EDITOR

- Management of 25+ content creators for travel, tourism, and pop culture publications.
- Pitching, overseeing, editing and publishing over 35 articles per week.
- Designing eye-catching graphics for each project with a focus on UX and brand continuity.
- Adapting content to data and trends to maximise success and reach KPI goals.

### VIDEO PRE-PRODUCTION ASSOCIATE / LEAD COPYWRITER

- Overseeing the writing team for industry-leading Youtube channel (audience of 14 million).
- Scriptwriting for informative, engaging, 10-minute videos on a variety of topics.

### TRAINING MANAGER (CONTENT CREATORS)

- Overseeing remote writers to ensure they meet required publishing standards.
- Providing key support, criticism, and resources to reach maximum efficiency and quality.

**Trux Accessories**

2017 - 2018

### MARKETING COORDINATOR / GRAPHIC DESIGNER / VIDEO EDITOR

- Copywriting and editing for publications as well as internal and external communications.
- Spearheading improvement of the company's social media profile.
- Design of posters, magazines and flyers for print and online distribution.
- Coordinating all stages of video production.
- Product photography.

**Lentara  
UnitingCare**

2016 - 2017

### DIGITAL, PRINT AND COMMUNICATIONS ASSISTANT

- Writing, editing, and publishing for both print and digital purposes.
- Coordinating creative campaigns to enhance the non-profit's reach.
- Managing social media accounts and creating content.
- Leading video production across all stages of the production process.
- Photo editing and graphic design.

Fairfax Media  
/ FanFooty  
/ Stadium Sport

2015 - 2020

### **COPYWRITER (AFL)**

- Producing articles for game previews, game reviews, and weekly round summaries.
- Researching and analysing performance ability of teams and individual athletes.
- Live, fast-paced written analysis of professional matches.
- Publishing game-day analytics of player roles and performance.

WorldBear Media  
(freelance)

2016 - ongoing

### **CONTENT PRODUCER / PHOTOGRAPHER**

- Project management and graphic design of published children's books.
- Event photography and videography, including editing.
- Corporate video production, including conducting on-camera interviews.
- Graphic design, web design, and content creation for marketing purposes.

OzShalom TV

2015 - 2016

### **MARKETING COORDINATOR / ASSISTANT PRODUCER**

- Social media strategy and content creation.
- Live event photography and videography, including editing.
- Coordinating and filming on-camera interviews.
- Web and graphic design.



## **VOLUNTEER EXPERIENCE**

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AFL Quebec

2017 - 2020

### **CONTENT CREATOR**

- Matchday photography and videography.
- Graphic design of posters, logos and merchandise.
- Assisting with events and marketing.

FantasyFM

2014 - 2015

### **RADIO PRODUCER / PRESENTER**

- Broadcasting live commentary of AFL games
- Focusing on real-time listener engagement.

Betar Australia

2011 - 2016

### **STATE TREASURER (2014) / YOUTH LEADER**

- Writing and coordinating weekly youth activities.
- Coordinating fundraising events and budgeting.
- Communicating with external businesses.

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## **PORTFOLIO**

Project showcase:  
[www.EvanBryceRiddle.com](http://www.EvanBryceRiddle.com)

Travel website:  
[www.EvansAtlas.com](http://www.EvansAtlas.com)

Photography Instagram:  
[@EvanBryceRiddleMedia](https://www.instagram.com/EvanBryceRiddleMedia)

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Professional and personal references available upon request