

# APRIL STEVENS

ASPIRING JOURNALIST, PHOTOGRAPHER  
& MARKETER

## CONTACT

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📍 Healesville

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## EDUCATION

**Healesville High School**

2013-2018

**Griffith University**

2026 -

**Diploma of Journalism**

## ABOUT ME

Aspiring journalist with newsroom experience at Star News, combining sales advertising, editorial writing and community communication skills. Deadline-driven and digitally savvy, with a freelance background focused on writing, photography and social media marketing.



Graphic Design

Marketing

Writing

Photography

Communication

Creativity

Research

Accuracy

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## **STAR MAIL (2025 - CURRENT)**

Sales Advertiser at Star Mail, managing print advertising campaigns for local businesses from client pitching and pricing through to production and page placement. Collaborate with editorial, design and production teams to coordinate features, shared clients and event promotions, delivering work to strict newspaper deadlines.

## **RESURGENT SOCIAL MEDIA (2025-CURRENT)**

As a freelance content creator, I collaborate with clients to develop social media, brand photography, and marketing strategies. I work independently, monitoring performance through analytics and reports while taking initiative to deliver creative, audience-focused content.

## **YARRA VALLEY ESTATE (2024-2025)**

Marketing and Event Coordinator at Yarra Valley Estate, driving event sales while managing weddings and conferences from initial client consultation through to full execution. Oversaw vendor liaison, scheduling, client communications and tailored package development, strengthening skills in stakeholder management, deadline coordination and high pressure problem solving.

## **YARRA VALLEY PET RESORT (2022-2024)**

At Yarra Valley Pet Resort, I supported weddings by coordinating pets and attendants, ensuring each event ran smoothly and met client expectations. I also contributed to social media marketing and day-to-day operations, developing skills in organisation, communication and audience engagement.

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## **REFERENCES**

**FIONA COUPER**  
0408 268 737

**SHANNON THORNE**  
0448 276 736

**TRACEY AITKEN**  
0458 288 291