

Nikkita-Leigh Dixon

5 Japonica Heights, Halls Head, WA 6210 | nikkita@onthebarrier.com | 0408 981 662

Communications Officer, Photojournalist and Online News Editor

-----Summary of Qualifications-----

More than four years in the fields of journalism, photography and news editing combined with a photojournalist cadetship – offered midway through university studies in Mass Communications and Film and Video. | Three years spent building and running a Western Australian-based music news network, involving coordinating and editing copy from journalists across Australia, photographing events and acting as primary journalist. | Strong entertainment and education reporting background. | Adept at spearheading media initiatives and developing creative strategies for use in marketing campaigns. | Nine months experience in corporate communications. | Nine months experience in events planning and project development to promote internal initiatives. |

-----Areas of Expertise-----

- | | | |
|-------------------|---------------------------|-------------------|
| - Editing | - Internal communications | - Blogging |
| - Reporting | - Crisis communications | - Sponsorships |
| - Photography | - Entertainment events | - Events coverage |
| - Media relations | - Social networking | - Press releases |

-----Career Achievements-----

Successfully developing an online music network from an idea for a domain name right through to a regular contributing publication for music news, interviews and reviews from across Western Australia.

Completing a photojournalist cadetship under one of the biggest news companies in Australia – Fairfax/Ruralpress.

The successful creation and implementation of a corporate blog as part of the communications quadrangle of iiNet, the second largest DSL provider in Australia.

-----Professional Experience-----

iiNet Limited – Subiaco, WA

2010-Present

Communications Team

- Develop the iiNet Blog. Source news from across the business on an international level to ensure daily articles are published online. Spearhead the social networking for the Blog. Write up statistic reports on how the blog is developing and suggest areas for improvement.
- Conceptualise creative methods for promoting internal and external awareness of our sponsorships. Oversee management of sponsorships. Work with media and business executives to ensure adequate press coverage of sponsorships.
- Serve as an official company spokesperson.
- Communicate marketing campaigns, business initiatives, internal and external activity across the business.
- Act as the events and press photographer.

On The Barrier online music network

2007-present

Editor/primary journalist/photographer

- Report on music news from across Western Australia
- Liaise with contacts on an international level to coordinate interviews. and
- Coordinate copy and photographic content from contributors from across Australia.
- Moderate the site to ensure consistency and efficient navigation.
- Work with designers and engineers to implement new ways to deliver content and keep the site looking fresh.
- Photograph a variety of music-related events including festivals, concerts and award presentations.
- Promote the site and its content across a variety of social networks.

Fairfax/Ruralpress – Mandurah Mail, Murray Mail

2007-2010

Photojournalist

- Report on education and entertainment news throughout the Peel and Murray region.
- Liaise with contacts on a national and international level to coordinate interviews and reviews for entertainment acts performing in Western Australia.
- Write advertorial copy to a daily deadline for a variety of advertising clients on a national level.
- Write copy for advertising real estate agencies.
- Contribute to the various specialty and lifestyle publications.
- Act as one of the primary news and social photographers.
- Serve as a company representative at functions, press calls and fundraisers.

-----Other Achievements-----

Completed one-week Ruralpress training course in T-Line Shorthand.

Completed a Stage Directorship under the guidance of Mandurah Little Theatre in 2009.

Directed the successful production of Alice in Wonderland presented by Mandurah Little Theatre in 2009.

Choreographed the productions of Snow Queen and Footloose both presented by Mandurah Little Theatre in 2011.

Awarded Best Actress at the MPAC One-Act Play Festival in 2009.

-----Professional References-----

Anthony Fisk
Communications Manager
iiNet Ltd
08 6252 4471
Anthony.fisk@staff.iinet.net.au

Joan McWaters
Administrator Manager
Mandurah Mail
08 9550 2406
Joan.mcwaters@ruralpress.com.au

Karen Francis
President
Mandurah Little Theatre
0407 089 793
karenjanefrancis@yahoo.com.au

Cindy Prosser
Director
Attitude Emedia (On The Barrier)
0421 10 6044
cindy@attitude-emedias.com