

# Alexia Oliveira

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Portfolio: alexiacristineoliv.wixsite.com/alexia-oliveira

## Key skills

- Content creation
- Adobe Creative Suite
- Digital Design
- SEO
- Paid media
- PPC
- Data Analysis
- Marketing Automation
- Attention to Detail
- Writing & Editing
- Google Analytics
- Time Management

## Education

**Journalism** from FSG  
University  
2017 - 2021

**Marketing and  
Communication** from  
Greystone College  
2024 – 2025

**Content Marketing  
Strategy** from University  
of California, Davis  
2025

## Summary

Retail Assistant with proven experience in Management and Digital Marketing (Content Creation). Eager to embrace new challenges and expand skill sets.

## Career History

### **Content Writer** at Larihoo

January 2020 – July 2021

Produced content for various channels such as blogs, website landing pages and social media.

#### **Key responsibilities**

- Developed agenda for a varied range of clients
- Wrote high-quality content for digital media
- Proofread content, ensuring quality and accuracy
- Worked closely with clients to align the goals for each business

#### **Achievements**

- Delivered measurable results in media such as increased traffic and engagement, generating significant conversion rates to the businesses.
- Delivered consistent content and agenda to meet tight deadlines required by various clients at a time.

### **Events Assistant** at AESC

January 2022 – August 2023

Assisted with the organisation and promotion of events in the centre.

### **Key responsibilities**

- Liaised with suppliers to ensure the promotion of high-quality goods during events
- Managed general staff and assisted in the recruitment process of new team members
- Managed booking and scheduling of the spaces in the events centre
- Photographed and promoted events centre services on social media and brand's website

### **Achievements**

- Contributed to the overall customer satisfaction during high-end business events
- Successfully managed staff recruitment and generated a 15% reduction in operational delays and increased event capacity.

### **Retail Consultant at Telstra**

June 2024 – Current

Provide exceptional consultancy that generates customer satisfaction and sales volumes to the store.

### **Key responsibilities**

- Delivering exceptional service to address customer inquiries and concerns
- Driving sales performance by actively listening to customers' needs and promoting the services and products accordingly.
- Monitor and analyse KPIs to evaluate sales and identify areas of improvement.

### **Achievements**

Maintaining high quality consultancy that generates revenue to the store and results in incentive bonuses for the team.

### **Copywriter Freelancer**

January 2025 – Current

Produce content SEO-optimised for various channels such as blogs, website landing pages and social media.

### **Key responsibilities**

- Craft tailored content strategies and agendas for a diverse client base across various industries

- Produce high-quality, engaging content for digital platforms, aligned with each client's brand voice and objectives
- Conduct thorough proofreading and editing to ensure clarity, accuracy, and consistency

**Achievements:**

- Drove measurable results, including increased website traffic, improved user engagement, and higher conversion rates

## **References**

**Carina Manjabosco:**

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