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Kaiya Ashworth

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A hard working Arts graduate with a passion for marketing and the creative industries. Looking to develop skills with arts organisations and build confidence within the media and creative sector. Is eager to gain experience across the creative industries and further challenge herself in a professional work environment.

## **EDUCATION**

### **RMIT UNIVERSITY, AUSTRALIA**

*Bachelor of Arts (MUSIC INDUSTRY)*

FEBRUARY 2017 - OCTOBER 2020

### **UNIVERSITY OF GRONINGEN, NETHERLANDS**

*Bachelor of Arts (EXCHANGE PROGRAM)*

AUGUST 2018 - JUNE 2019

## **RELEVANT EXPERIENCE**

### **WARREN ARTS COUNCIL, Manjimup (AU) - *MARKETING AND EVENT OFFICER***

AUGUST 2020 - PRESENT

- Successfully coordinated the Manjimup Bluegrass and Old Time Music Event remaining professional in a pressurised environment
- Managed client and patron relationships throughout the planning of event
- Redesigned and continually updated the event website through Wix
- Develop marketing plans that are relevant to current trends including use of MailChimp and Google Analytics to execute this
- Operate within a marketing budget
- Build reach through and interaction across all social media platforms including creating content via Canva and Adobe Suite
- Write and distribute press releases surrounding the event to local media outlets

### **BIG LONER, Melbourne (AU) — *MARKETING AND EVENT MANAGER***

AUGUST 2019 - APRIL 2020

- Managing a marketing campaign to successfully create hype for zine launch.
- Coordinate cohesive social media across a number of platforms

- Implementation of Facebook and Instagram advertising to reach a target audience and increase online engagement
- Demonstrated sound conceptual, analytical and research skills, including the ability to apply new market trends and SEO to a campaign
- Developed strong computer skills in Google Suite, Adobe Suite during the design process of creating a zine.
- Strong communication and interpersonal skills including liaising with a number creative artists while booking a line up

**56K RECORDS, Melbourne (AU) — *INTERNSHIP***

SEPTEMBER 2019 - FEBRUARY 2020

- Assisted in coordinating their Melbourne Music Week marketing campaign.
- Creating engaging content and copy via Adobe Suite and Canva
- Analysing data to determine how to reach a greater audience and continue interactions with current audiences.
- Experience developing strong client relationships through creative collaborations

**EUROSONIC NORDERSLAG, Groningen (NL) — *BOX OFFICE SUPERVISOR***

JAN 2019

- Effectively manage day-to-day operations of the Box Office
- Interact positively and communicate effectively internally with ticketing staff
- Manage and monitor communication between all critical parties to ensure accurate completion of ticket counts, event builds, inventory management, guest list, and all other Box Office processes leading up to the actual event
- Assist in box office financial reporting, maintaining accurate ticket reports and event reconciliation reports

**NOORDERZON, Groningen (NL) — *VOLUNTEER COORDINATOR***

AUG 2018

- Plan, prioritise, organise and complete work to meet established objectives
- Monitor and evaluate volunteers' performance providing feedback when needed
- Complete volunteer inductions and identify any risk assessments
- Complete daily reportings for my manager regarding any issues that may have occurred throughout the shift

**SUBIACO ARTS CENTRE, Perth (AU) — *INTERNSHIP***

JULY 2009

- Greeting customers with ticketing enquiries as well as answering phone calls at the front office
- Administration work including filing, operating excel sheets and entering data
- Various offsite duties including ushering at the Perth Concert Hall

## **OTHER EXPERIENCE**

### **MK & KM FOX ORCHARDS, Pemberton (AU) - *ORCHARD HAND***

JUNE 2020 - PRESENT

- Assist farmer with growing crops, and all general farming operations
- Operating farm machinery when needed
- selecting appropriate fruit for packing and export into markets

### **LOOP BAR AND PROJECT SPACE, Melbourne (AU) — *BARTENDER***

JULY 2017 - JULY 2018

- Responsible for opening and closing the venue and completing end of day takings
- Experience following a run sheet for setting up event/organising events
- Able to stay calm and maintain professionalism in a high pressure, fast paced environment

### **SPLEEN BAR, Melbourne (AU) — *BARTENDER***

JULY 2019 - DECEMBER 2019

- Strong customer service whilst tending to food and drink orders
- Ability to handle intoxicated customers in a calm and safe manner
- Ability to work outside of regular business hours as the venue operated until 5am

## **FESTIVAL WORK**

### **SOMETHING UNLIMITED (AU) - PACKDOWN**

### **MELBOURNE MUSIC WEEK (AU) - VENUE MANAGER**

### **CLASH XXL (NL) — ARTIST LIAISON AND CUSTOMER SERVICE**

### **AT THE PILE (AU) - PROMOTER**

## **ADDITIONAL SKILLS AND TRAINING**

- Current Victoria Working With Childrens Check
- Current National Police Certificate
- Current Class C Drivers License
- Current WA RSA Certificate

## **REFERENCES**

MARY NIXON: *President Warren Arts Council*

0450 687 656

KAYE FOX: *MK & KM Fox Orchards*

0448 330 916