

ELISE MALAY

SHE/HER/THEY/THEM

CONTACT

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HEIDELBERG HEIGHTS, VIC

PORTFOLIO

www.EliseMalay.com

EDUCATION

2023 – Digital Transformation for the Creative Industries

University of Technology, Sydney

2009 – Bachelor of Arts (w/ honors), Performance and Visual Arts

Brighton University, UK

2005 – National Diploma – Theatre

*The BRIT School of Performing
Arts, UK*

PROFESSIONAL SUMMERY

Creative Brand & Digital Content Specialist with expertise in **graphic design, copywriting, social media**, and **content strategy**. A storyteller at heart, I craft visually compelling, audience-driven content that connects brands with their communities. Whether it's through brand identity design, marketing campaigns, or social media storytelling, I bring a deep understanding of design, messaging, and engagement to my work.

PAST ROLES

BRAND DEVELOPER, CONTENT STRATEGIST & DIGITAL CREATIVE

Freelance & Contract

2014–present

- Designed brand identities, marketing materials, and websites for businesses, community groups, and arts organisations for both digital and print.
- Developed engaging, conversion-focused copy for websites, social media campaigns, and email marketing.
- Built and executed social media strategies that led to measurable audience growth and engagement.
- Created and managed paid advertising campaigns, utilising insights and analytics to refine messaging.
- Collaborated with businesses to develop their brand voice and aesthetic, ensuring consistency across all touch points.

BRAND DEVELOPER, DIGITAL MARKETING CONTENT MANAGER

Brougham Street Cohousing

2022 – 2024

- Developed and executed a storytelling-driven social media strategy through a 9 month campaign that led to the sale of all 5 available houses with a combined value of over \$6 million.
- Designed all marketing materials, including brochures, flyers, website, and merchandise.
- Wrote text copy for all public facing design assets collaborating with the organisation as a whole to create messaging that truly reflected their values.
- Managed all digital content creation, community engagement, and brand storytelling.
- Created targeted ads through Meta to build brand awareness and attract buyers.
- Video Production and editing – in-app, CapCut, and Adobe Premier Pro

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KEY SKILLS

- Graphic Design & Brand Development (Adobe Creative Suite, Canva, Procreate)
- Copywriting & Content Strategy (Web copy, ad copy, blogs, email marketing, social media)
- Social Media Growth & Engagement (Instagram, Facebook, TikTok)
- Digital Advertising & Analytics (Meta Ads, campaign tracking)
- Event & Community Engagement (Creative event production, public speaking, workshop facilitation and education)

Software:

Social Media Management Platforms:

- Meta Business Suite
- Instagram
- Facebook
- TikTok
- LinkedIn

Project & Team Collaboration:

- Trello
- Slack
- Google Workspace
- Survey Monkey
- Google Forms

Graphic Design & Branding:

- Adobe Photoshop
- Illustrator
- InDesign
- Premier Pro
- Canva
- Procreate

Video Production:

- In-app editing
- Adobe Premier Pro
- CapCut

Ticketing & Ecommerce:

- TryBooking
- Eventbrite
- Woocommerce

- Produced viral short-form videos with some reaching over to 2Mil views
- Achieved a 365% increase in website traffic within five months of launching my campaign, compared to the five months prior to my involvement.

SOCIAL MEDIA MARKETING LEAD AND COPYWRITER

Guru Dudu Silent Disco Melbourne

2022-Present

- Grew Instagram from 0 to 6.2K+ followers in 2 years
- Developed creative video concepts that aligned with the brand and event campaigns.
- Produced viral short-form videos with multiple reaching between 40K to 400K views monthly
- Designed and implemented content strategy, and audience engagement tactics.
- Video Production and editing - in-app, CapCut, and Adobe Premier Pro
- Led a successful marketing campaign for a collaboration with Yarra City Council, resulting in a sell-out project that won the Mainstreet Australia Award in 2022.

FOUNDER & CREATIVE DIRECTOR

Mother Tongue Poetry

2012-2024

- Built and nurtured a thriving spoken word and performance brand, curating over 150 live events.
- Designed all brand assets, marketing materials, and social media copy and content.
- Developed workshop programs and facilitated community-focused storytelling projects.

PROGRAM PRODUCER & EVENT COORDINATOR

SpeakUP Public Speaking Program

2012-2024

- Developed 12-week program and all marketing materials, brand, and copy.
- Successfully ran the course 3-5 times a year with 15-20 students each course between 2012-2024 (with a 3 year shift to a digital program during COVID).
- Produced end-to-end live public performances for program graduates, managing venues such as Fringe Common Rooms, Dance House, MC Showroom, and Ivanhoe Library Theatre.

Software:

Digital Platforming:

- Wordpress
- Mailchimp
- Wix

Data & Reporting:

- Meta Business Suite
- JetPack Wordpress Insights

Admin:

- Google Workspace
- Google Drive
- Google Docs
- Google Sheets

- Led all aspects of event logistics, audience engagement, ticketing, and front-of-house operations.
- Video production and editing.
- In-person, hybrid, and fully digital event management and facilitation.

PROJECT PRODUCER & DIGITAL STRATEGIST

Voices in the Streets 2024 / Mother Tongue Poetry

2024

- Applied for and received a successful grant application for "Voices In The Streets" a large-scale poetry and community arts initiative in Banyule City Council area.
- Led the visioning, branding, marketing, and social media strategy.
- Designed all visual assets, including posters, digital marketing materials, and promotional content, coffee cups, and custom google maps interface.
- Developed and managed a social media and print marketing campaign that resulting in 76 workshop sales (sold out), and over 3000 views on the google map in 31 days.
- Developed a unique creative art project and marketing strategy by printing poems on recyclable coffee cups with a QR code to the project and distributing 4,500 of them for free to local cafes (with a focus on social enterprises to reflect the organisations values). Reaching audiences that otherwise would not have engaged with the project.
- Crafted copywriting and storytelling content to connect audiences with the project's themes and artistic impact.
- Oversaw event promotion and community engagement, ensuring high participation, accessibility and inclusion, and successful outreach.

COMMUNITY INVOLVEMENT

- Volunteer Committee Member – Banyule LGBTIQ+ Committee
- Volunteer Director – EARTH Cerc Housing CO-OP
- Sociocracy Circle Member – Brougham Street Cohousing
- Volunteer CEO Role Mother Tongue Poetry Not For Profit