



# DAISY HYLTON

## CONTACT

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## EDUCATION

**BACHELOR OF COMMUNICATION:**  
ADVERTISING | RMIT University  
Melbourne | 2013 - 2016

**LEVEL 3 NCEA WITH MERIT**  
| Wakatipu High School  
Queenstown, NZ | 2007 - 2011

## SKILLS

ADOBE SUITE: INDESIGN,  
ILLUSTRATOR, PHOTOSHOP

SOCIAL MEDIA MARKETING  
(Completed workshops with SMK)

EMAIL MARKETING: MAILCHIMP &  
CAMPAIGN MONITOR

CONTENT CREATION

WIX & SQUARESPACE

INTERNATIONAL SALES

GOOGLE ANALYTICS

GOOGLE ADWORDS

## INTRODUCTION

Originally from the mountains of Queenstown, over the past several years I have studied, worked, and explored in many different places. My passion for creativity took me to Melbourne where I earned a degree in Advertising, and I have been lucky enough to work in a variety of jobs where I get to combine my expertise of design, copywriting and digital marketing from food publishing to skydiving. In my downtime, you'll find me out in nature.

## EXPERIENCE

**SALES AND MARKETING MANAGER** | Taupo Tandem Skydiving |  
Taupo, NZ  
*September 2017 - PRESENT*

- Full campaign management from concept to delivery
- Attending conferences and tradeshows to sell the product
- Developing relationships with inbound agents to increase sales
- Reaching sales targets and KPI's
- In-house Design work; posters, digital marketing collateral, merchandise, trade media
- Product trainings with agents both locally and internationally
- Website management
- Email Marketing (Mail Chimp)
- Managing sales relationships (including trips to Australia, India, and locally in NZ)
- Writing monthly reports and analyzing current trends
- Liaising with local tourism bodies
- Finding and working with appropriate influencers to grow sales and brand image

**COMMUNICATIONS EXPERT** | Legend | Taupo, NZ  
*November 2016 - September 2017*

- Email Marketing (Campaign monitor)
- Researching and writing blog posts, primarily for healthcare businesses
- Social media management for NZ and Australian based businesses (posting, boosting, content creation)
- Design Work: Instore collateral for local and international businesses such as posters, business cards, tshirts etc. Branding for new projects such as logo design, admin documents and promotional materials.
- Helping to grow Australian-based pharmacy loyalty programme (primarily through EDM targeting), SMS Marketing

## NOTEWORTHY ACHIEVEMENTS

Head Girl in final year of school

Volunteer experience:

- Wanderlust Melbourne
- American Express Winter Festival
- Breast Cancer Foundation NZ

Travelled Europe in a van for 10 months, blogging the entire experience.

Accepted in to the Advertising Golden Key Society

Won an internship at GPY&R Agency

## REFERENCES

Matt Hollyer  
Manager | Shotover Canyon Swing  
+64 27 293 0054

Sarah Matheson  
Director | Legend  
+64 27 487 7682

## HOBBIES

YOGA

SKIING

MOUNTAIN BIKING

SURFING

DRAWING

MUSIC

FOOD & COFFEE

**EDITORIAL INTERN** | Smudge Publishing - Culinary Travel Writers | Melbourne

*August 2016 - October 2016*

- Award-winning culinary publishers with a collection of over 20 titles.
- Role was to create editorial pieces for their latest book and for web content.
- Learning to write in the voice of 'Smudge', eating out for 'research' and assisting on photoshoots were all part of day-to-day jobs.

**INTERN** | Haystac Content - Dentsu Aegis | Melbourne

*March 2016 - September 2017*

- Hands on, fast paced role in this flat-structure agency. Tasks range from copywriting, photography, research, strategy, social media marketing (primarily Facebook and Instagram), and art direction.
- Clients include SodaStream, ANZ, Subaru, and Savers

**FRONTLINE SALES** | Shotover Canyon Swing & Fox | Queenstown

*October 2015 - June 2016*

- Rated #1 on TripAdvisor for Queenstown Adventure Tourism . Role was bookings which included managing high volumes of phone calls, emails, and trips of up to 100 people a day. Required excellent communication skills with other staff members and booking agents.
- Required excellent bravery/stupidity skills for swing training: jumping off a 160m cliff on a regular basis
- Worked alongside marketing manager on a weekly basis to learn more about her role and the use of Google Analytics.

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**FREELANCE** | Design/copywriting | 2016 - Present

- Work with multiple business both in New Zealand and Australia to complete branding and design projects.
- Clients include Winning Edge Solutions (AUS), Go Explore NZ (NZ), The Cozy Corner Cafe (NZ), Black Dog Marketing (NZ). Check out my portolfio online for more work