

ICECREAM HANDS

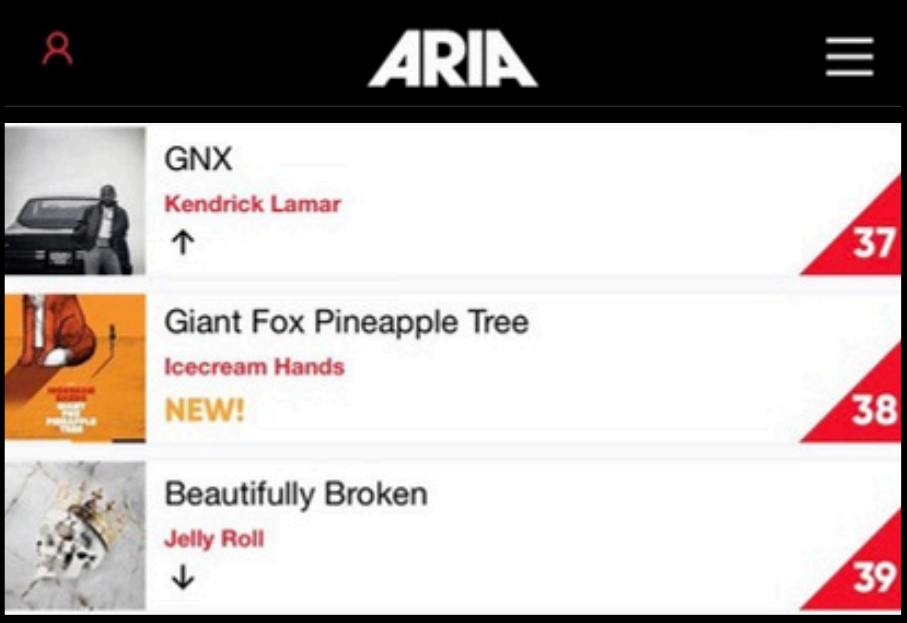
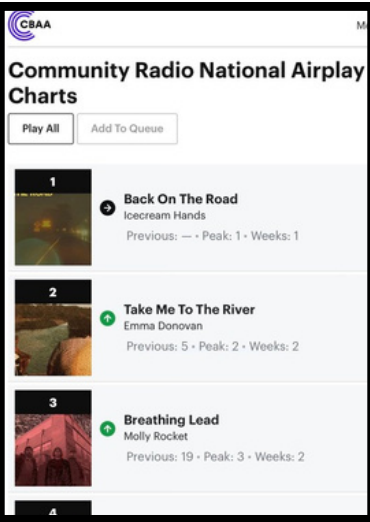
‘Giant Fox Pineapple Tree’ Album Launch, 2025

This 14-week launch campaign to the new promote album & launch shows combined strategic media outreach, community engagement, and streamlined content creation.

The campaign delivered impressive results across airplay, physical and digital sales, audience growth and ticket sales.

- First single ‘Back On The Road’ debuted #1 on Amrap's inaugural Community Radio National Airplay Chart, creating momentum prior to album release.
- Pre-release sales propelled the album into the charts - making it to #38 in the ARIA Album Charts and #8 in the ARIA Top 20 Australian Albums. This was the first time in the band’s 33 year history that they had charted.
- Sold out album launch shows in Sydney and Melbourne.
- A strengthened community of engaged fans - Facebook campaign content had 200,000+ organic views (62% non-followers) and 8,951 likes, share & comments.

LINKS:
[Bandcamp](#) | [Facebook](#) | [Instagram](#)

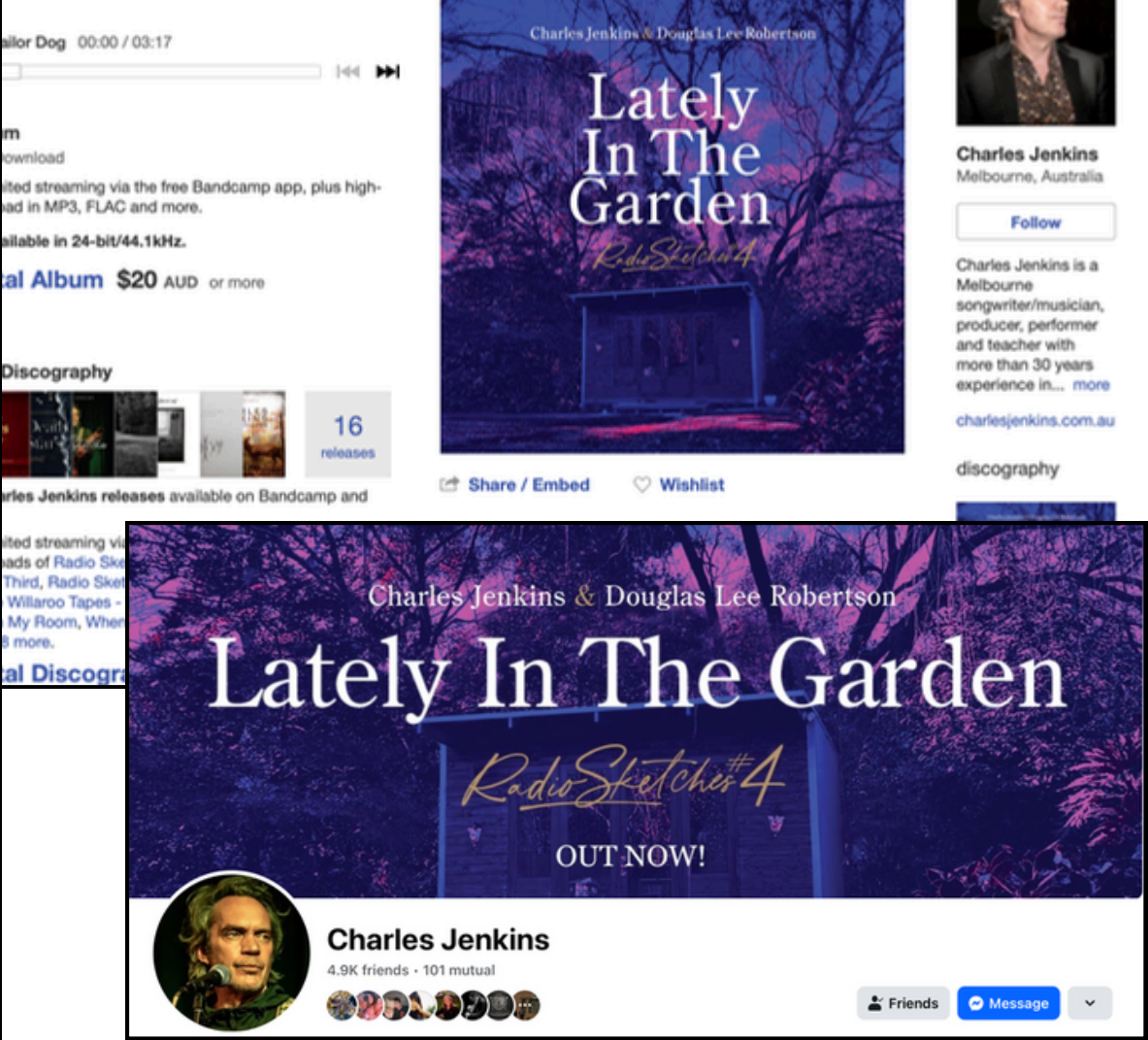
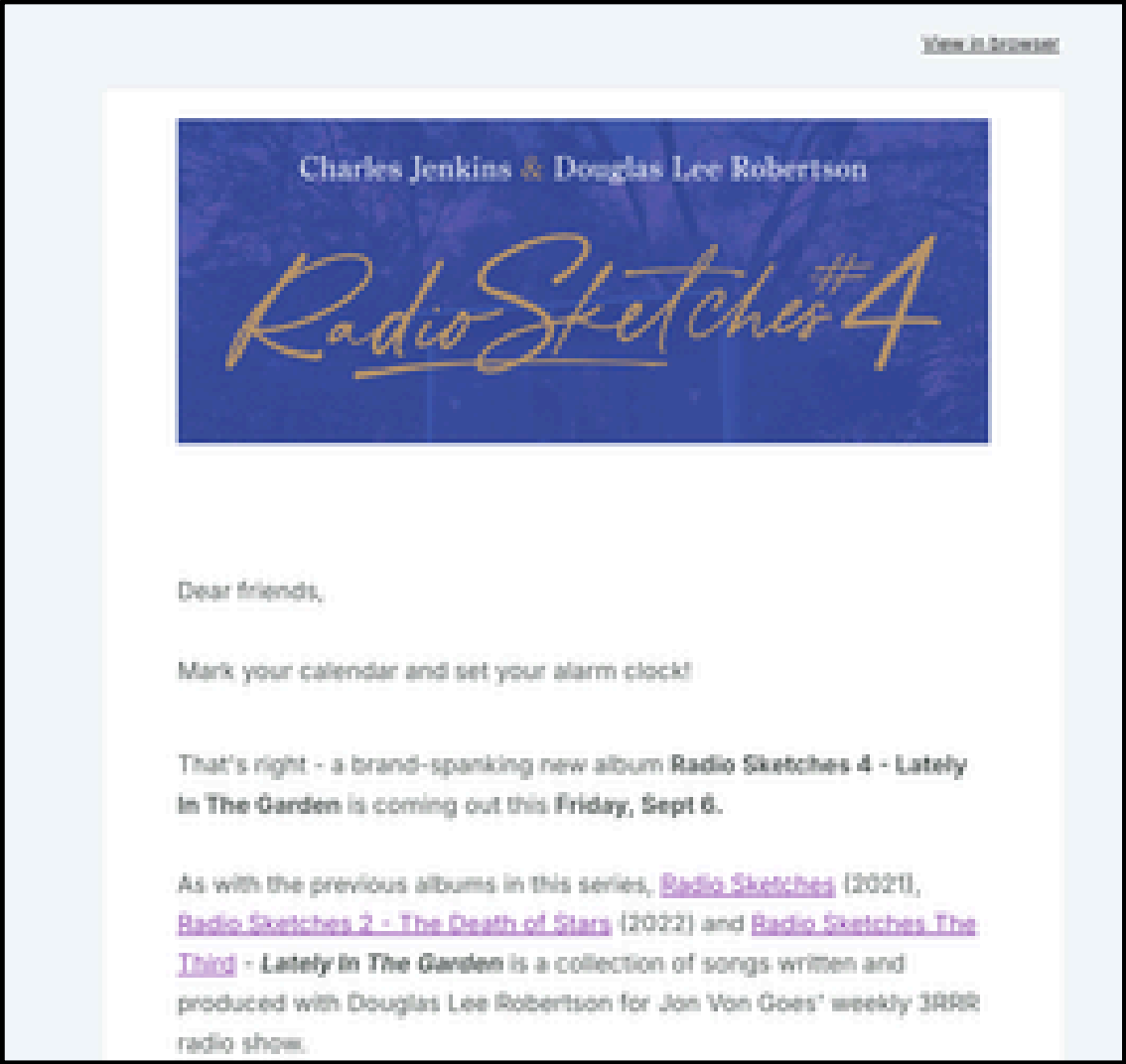


CHARLES JENKINS

Launch Campaigns - 'Radio Sketches' album series (2023 / 2022 / 2023 / 2024)

Charles Jenkins is an acclaimed Melbourne songwriter, musician and producer with 23 studio albums under his belt.

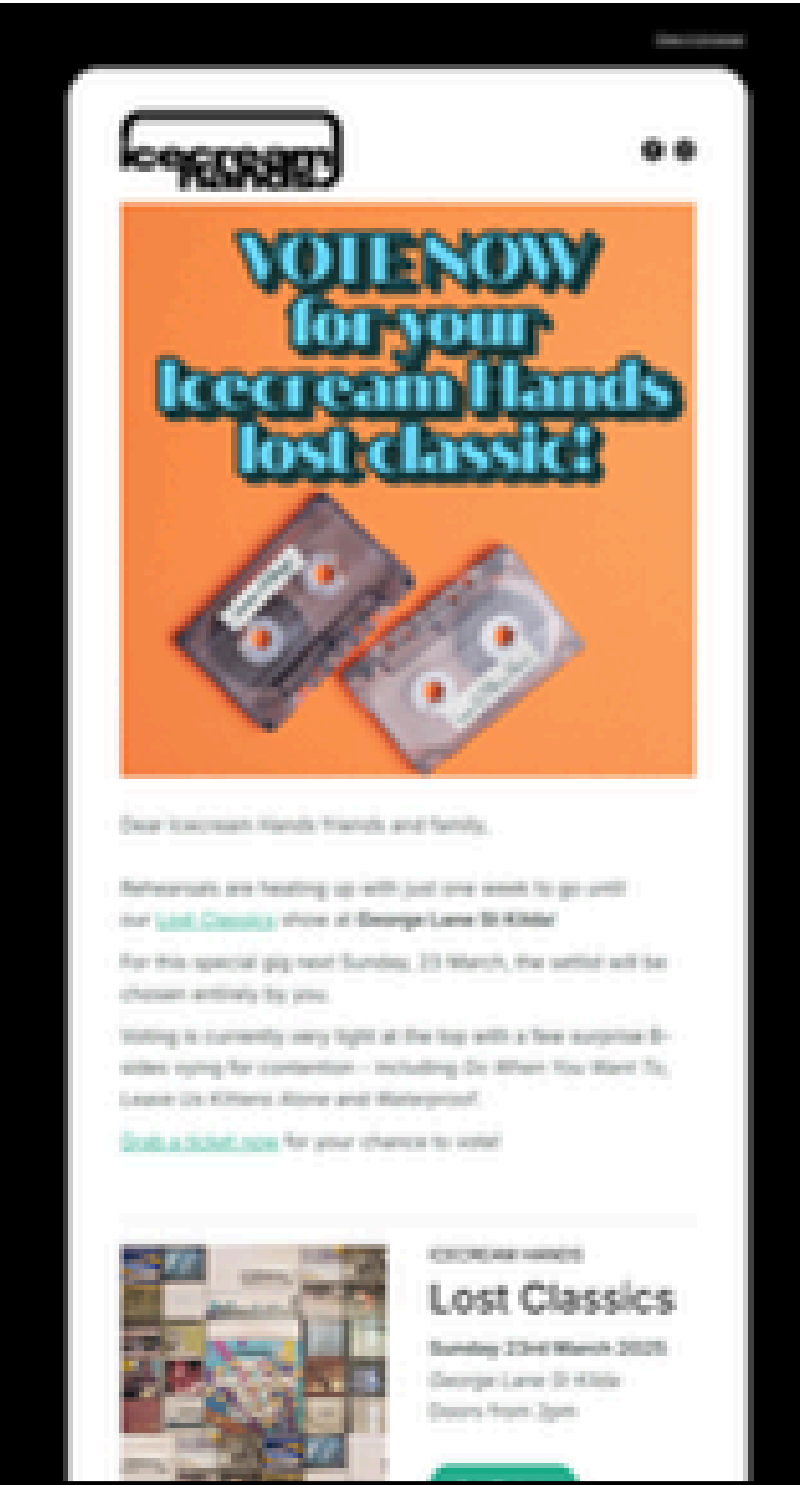
My work supporting the release of his 'Radio Sketches' albums included creation of all campaign assets, digital release, online store, social media, subscriber emails and all PR activities - resulting in numerous radio appearances and written reviews.



ICECREAM HANDS

Promotion of live shows (2021 - 2024)

Campaigns promoting Icecream Hands’ live shows, including their annual ‘Christmas Show’ every December. Includes creation of all campaign assets, social media, subscriber emails, social advertising and supporting video content.



Icecream Hands ‘Lost Classics’ Show (2025)

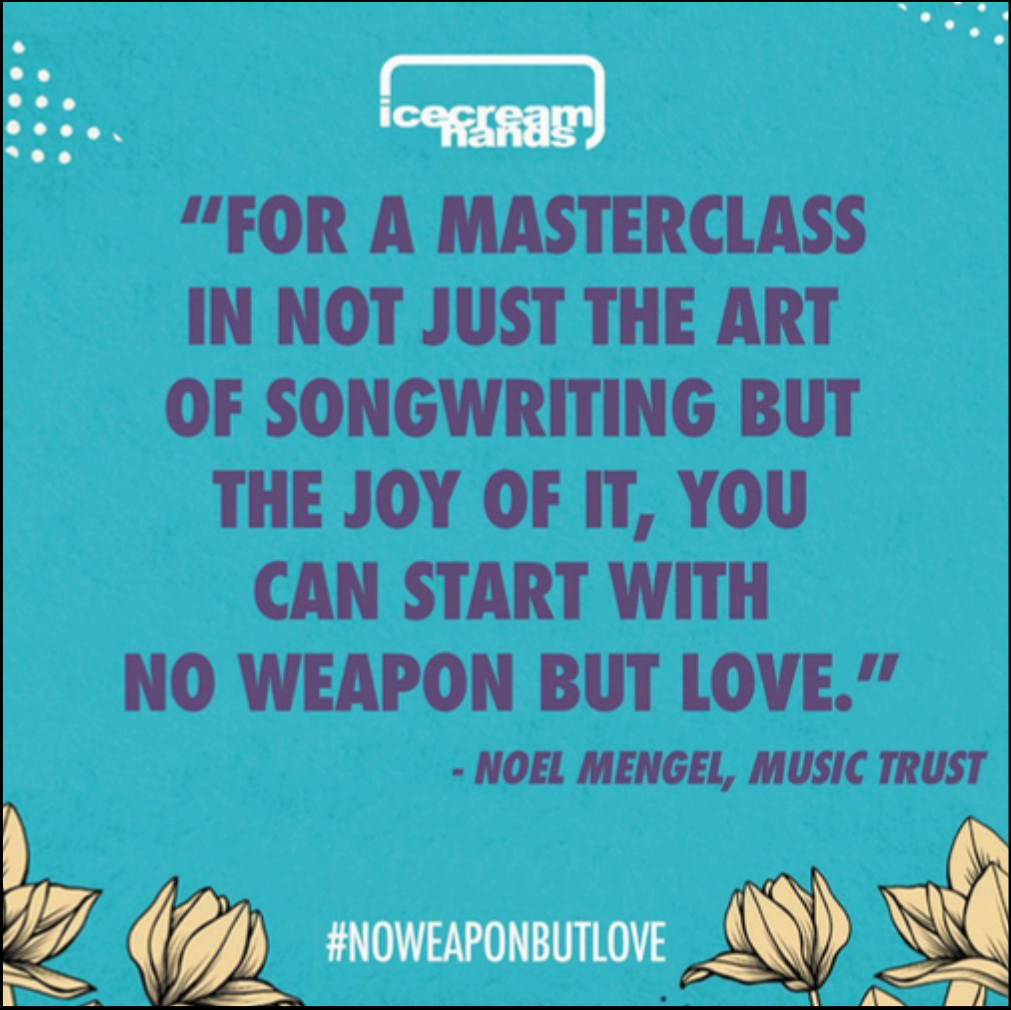
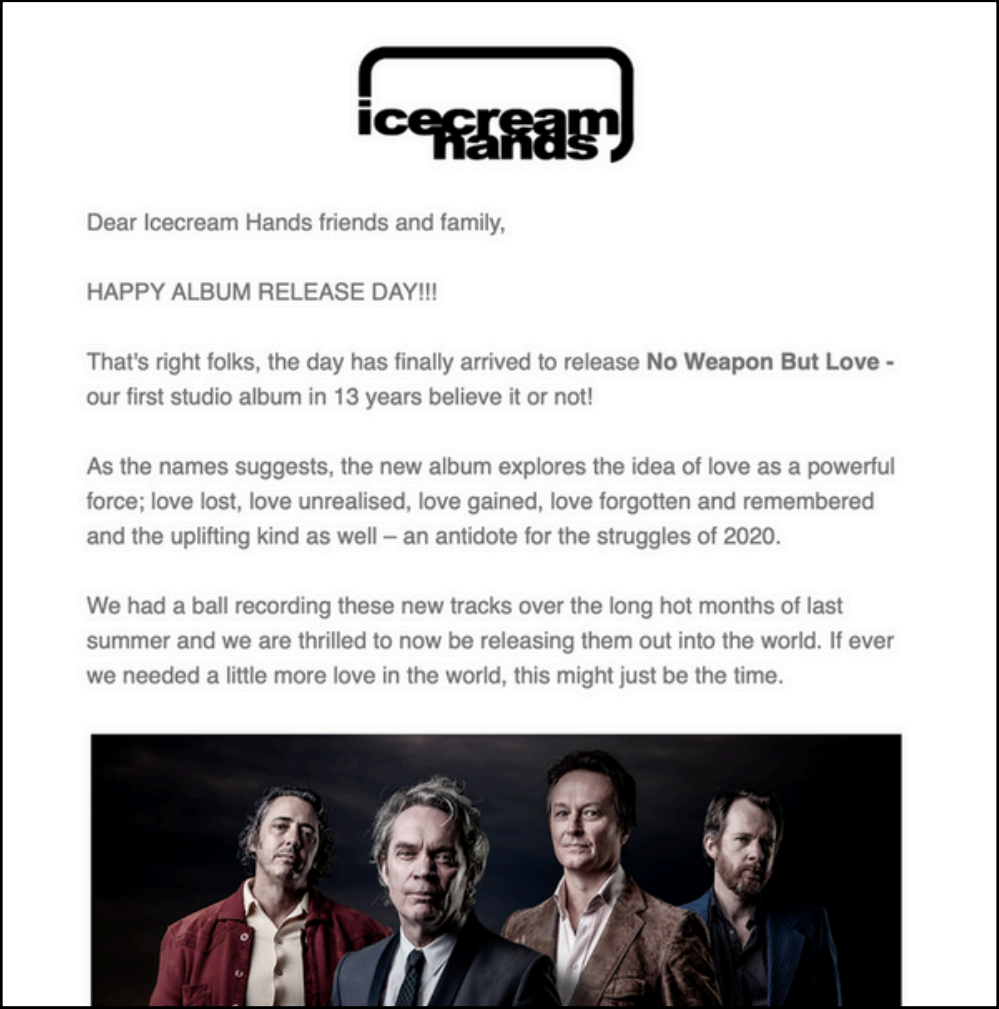
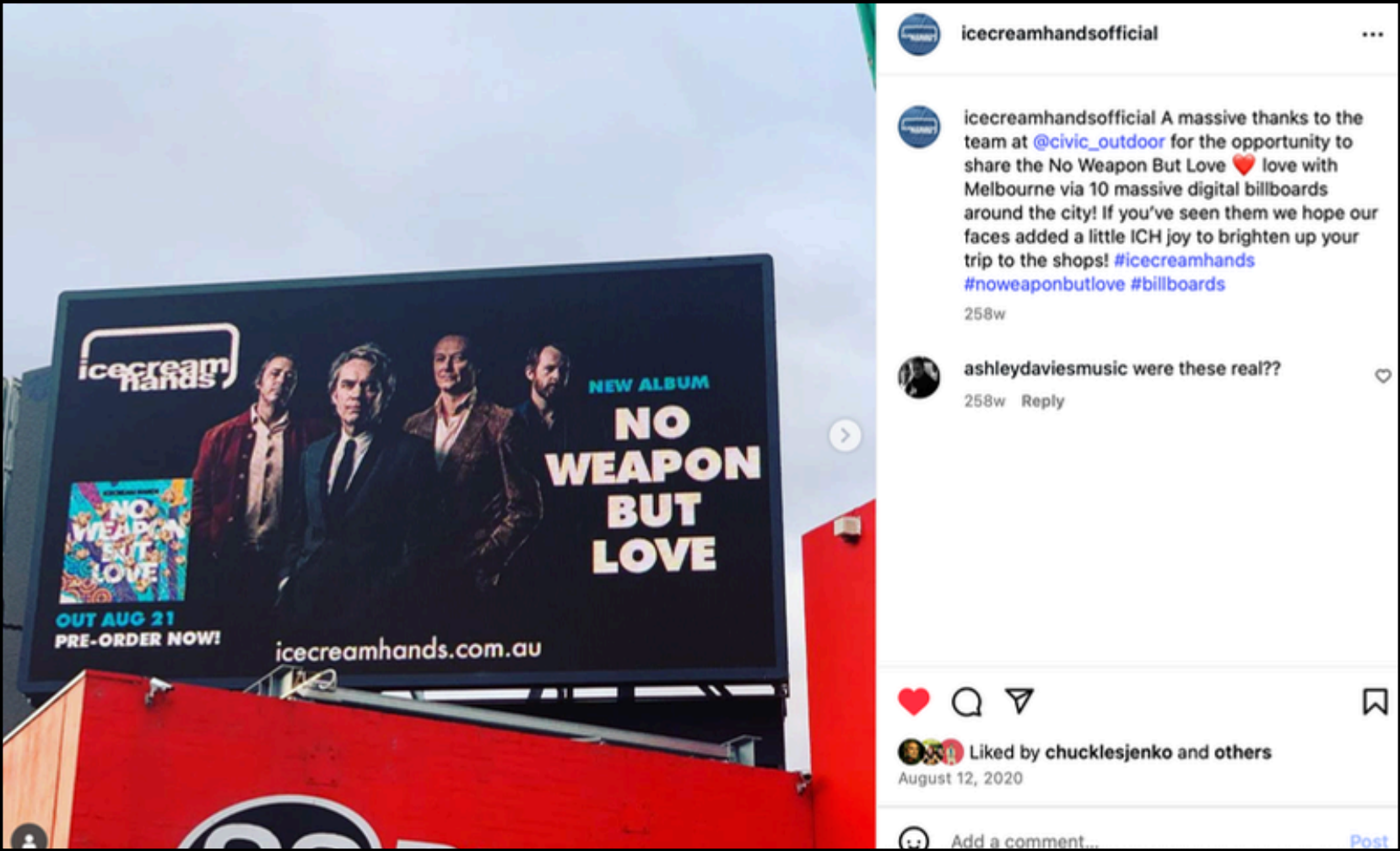
The Icecream Hands’ ‘Lost Classics’ live show allowed fans who bought tickets to vote for their favourite ‘classic’ songs to make up the track list for the show.

This provided a great opportunity for fan engagement. As well as the usual campaign assets, the ‘Lost Classics’ campaign involved creation of voting processes, as well as giveaways driven by additional UGC.

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Album Release ‘No Weapon But Love’ (2020)

Management of release assets including PR, subscriber emails, digital release, online store, advertising and social media.



OTHER PROJECTS

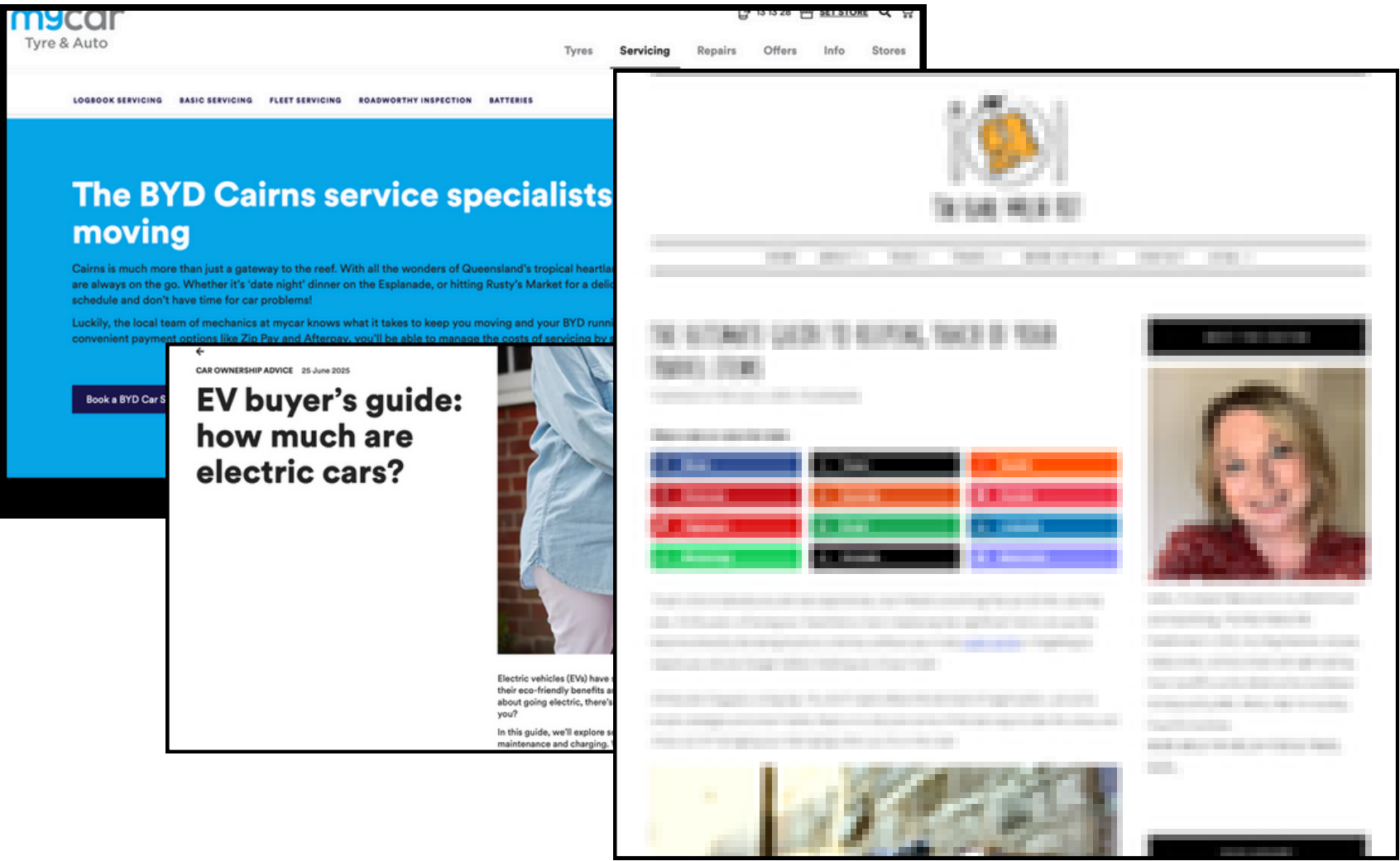
Port Fairy Folk Festival (2024, 2025, 2026)

Developing informational iMag content for display during the Festival



SEO Writing & Ghostwriting

Writing article, blogs and website content for businesses to optimise content for search engines and provide relevant, interesting content to website visitors and customers.



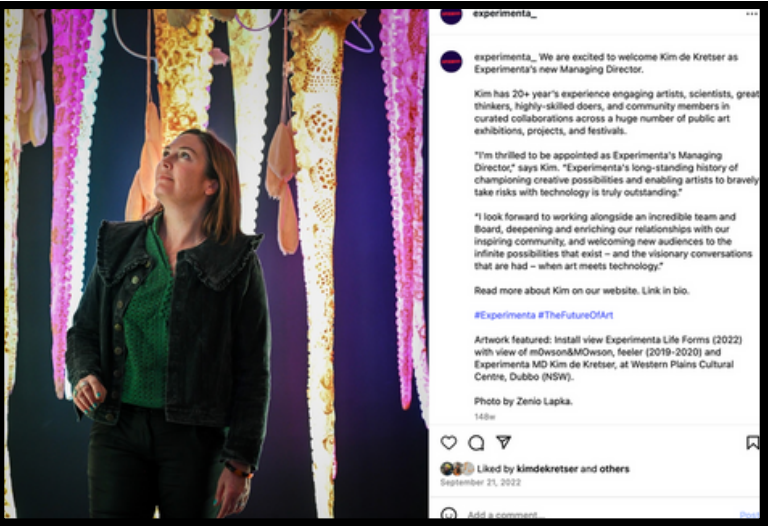
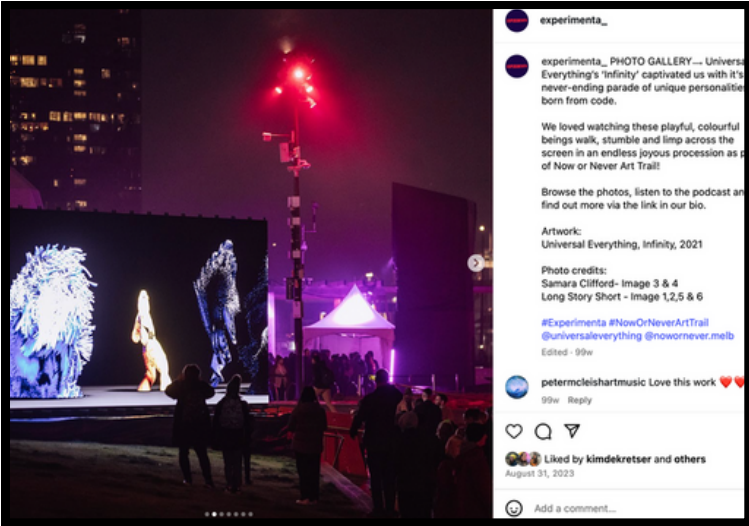
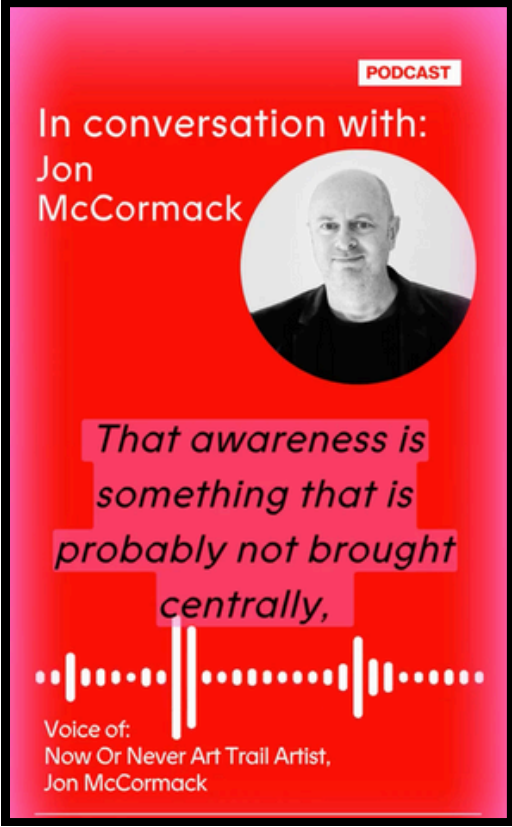
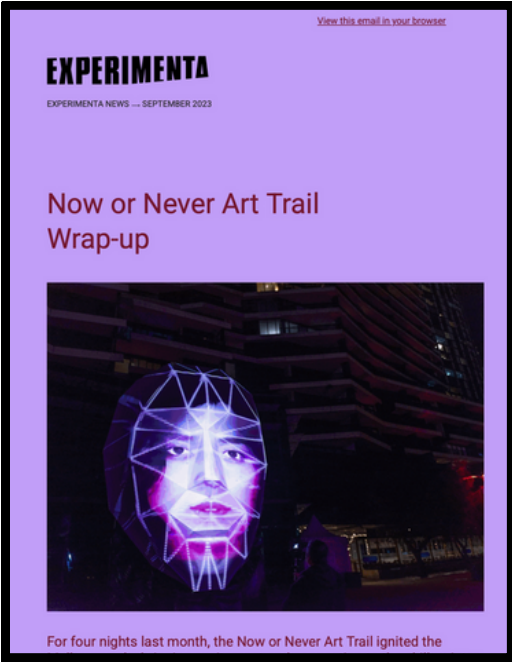
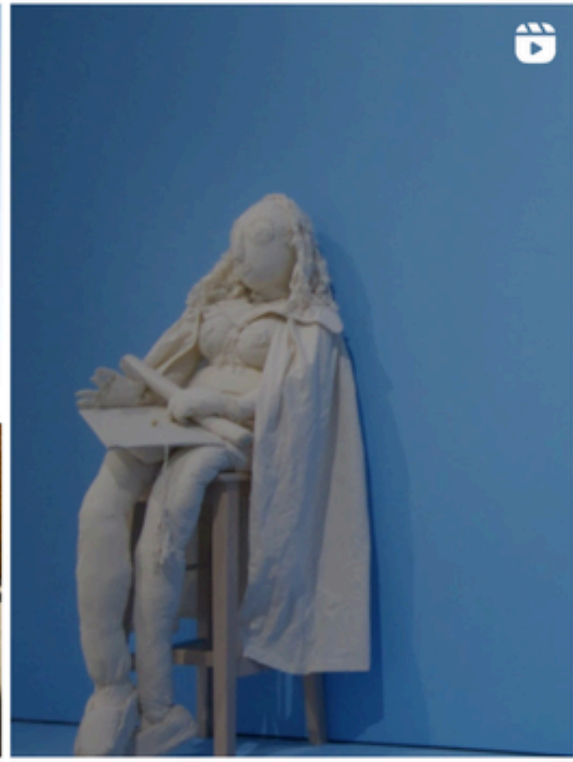
Travel Writing & Editorial

For an overview of my published travel writing and editorial work, including links, please visit my [Writing Portfolio](#) page.

TARRAWARRA MUSEUM OF ART

Contract content & video creation (2022 - 2024)

Situated in Melbourne’s Yarra Valley, TarraWarra Museum of Art exhibits some of Australia’s best established and emerging contemporary artists. Engaged on a contract-basis, my work with TarraWarra is focused on the creation and management of social media content - especially video content. I developed social videos, and provided additional content support to the in-house team - writing, designing and scheduling posts - as well as liaising with artists and curators.



EXPERIMENTA

Communications & Marketing Manager July 2022 - February 2025

Experimenta is Australia’s leading organisation dedicated to commissioning, exhibiting and touring contemporary art driven by technology. I delivered marketing and comms for the organisation, with a focus on brand & audience growth. Lead several incredibly successful marketing and PR campaigns including:

- **Experimenta Life Forms (2022-2023)**
- **Now or Never Festival (2023)**
- **Now or Never Festival (2024)**
- **Experimenta Emergence (2025)**

