

COURTNEY HARDWICK



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SUMMARY

Communications professional with experience across media, digital strategy and campaign communications. Skilled in social media management, writing for diverse formats, and content production.

KEY SKILLS

- Social media management and strategy
- Content creation across digital platforms
- Copywriting and subediting
- Graphic design & visual communications
- Photography and video production
- Website management & SEO optimisation
- Analytics and performance evaluation
- Campaign coordination and reporting
- Strategic and sensitive messaging
- Research and analysis

WORK HISTORY

Communications Administrator

NSW Teachers Federation (July 2025 - ongoing)

- Producing social media content in various formats including posts, graphics, & captions.
- Developing social media strategies to increase engagement and drive lead generation.
- Managing competing priorities, responsibilities and approval processes in a fast-paced, dynamic team environment.
- Subediting articles, legal documents and other materials for accuracy, clarity, & style.
- Copywriting articles, web stories, and social media.
- Ensuring communications content consistently reflects politically sensitive and strategically aligned messaging.
- Designing a range of communication materials including social media graphics, posters and flyers, campaign collateral, and more.
- Photographing events and portraits, overseeing lighting, shooting, and editing.
- Executing filming, lighting, and editing for a range of video projects.
- Collaborating on creative direction by developing concepts to support campaign goals and audience engagement.

WORK HISTORY CONT.

Communications Campaigner and Manager

Hunter Workers (May 2021 – July 2025)

- Managed organisational social media accounts.
- Produced social media content for Facebook, Instagram, X, TikTok, and YouTube.
- Developed growth and engagement strategies informed by trends and analytics.
- Wrote and edited media releases, EDMs, newsletters, opinion pieces, Senate Inquiry submissions, and more.
- Conducted relevant analysis and research to support persuasive communications.
- Distilled complex topics (industrial relations, economics, politics) into engaging and accessible content.
- Developed, managed and updated two websites; applied SEO strategies and optimised design for membership growth.
- Created landing pages and blog posts to drive campaigns & grow supporter databases.
- Evaluated site performance and resolved technical issues.
- Designed flyers, posters, banners and other materials.
- Coordinated digital ad campaigns on Facebook, Instagram and Google.
- Promoted events across digital and print channels.
- Wrote communications and campaign reports.
- Monitored industrial relations and political development to inform strategy.
- Exceeded organisational objectives while working with constrained resources & budget.

EXPERIENCE

- Mailchimp
- Meta Business Suite
- Google Ads
- Canva
- Wordpress
- Wix
- Premier Pro
- Illustrator
- Indesign
- Lightroom
- HTML

EDUCATION

- Bachelor of Communications (PR major)
- Diploma of Marketing

OTHER

- Driver's license
- Economics for Unionists training (ATUI)
- Strong understanding of industrial relations, Australia's political system, and the union movement

REFERENCES

Available on request