

Liz Atkinson

blue group marketing

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Business, technical and creative writing, editing and proofreading services. Marketing communications, communications planning, project management.

In-house Marketing and communications management with Telstra, TXU, Pfizer Pharmaceuticals and DPI.

Freelance Since 2002. Clients include Boral, DEEWR, AJD Creative, Skills Victoria, DIIRD, DPC, Superpartners, TWUSUPER, RMIT, CPA Australia, American Express, Dairy Australia.

EXAMPLES OF WORK

Writing and editing Web content ASQA (DEEWR); website, media materials, client newsletters, journal articles (AJD Creative); brochure (ProExpression); tender (CPA Australia); annual reports (RMIT, MTAA Super, Dairy Australia).

Editing *Victorian Women's Policy Framework 2008–2012; Report Advising on the Development of the Victorian Tertiary Education Plan to 2025.*

AREAS OF EXPERTISE

Writing and editing annual reports, web content, newsletters, tenders, magazine/journal articles, brochures, media materials, training materials. Word templates. Planning and project managing integrated communications programs. Proofreading PhD theses and resume writing.

AREAS OF INTEREST

Business, management, government, higher education and psychology.

QUALIFICATIONS

M Business (Marketing), BA (Psychology), Swinburne. Grad Cert Careers Education & Development, RMIT. Cert IV (Assessment/Workplace Training). RG146 (Superannuation).



Windows Vista

Microsoft Office