

# LUCINDA KITTEL

## BUSINESS (MARKETING) UNDERGRADUATE

### PROFESSIONAL SUMMARY

I am a business student, majoring in marketing with years of experience in being the face and voice of many brands. Strategic and Innovative with a passion for driving brand awareness and product performance. Eager to fulfill a marketing, sales or events role to positively contribute to a company best suited to me

### ACHIEVEMENTS

- The Australian Association of Social Marketing Viewpoint Publication (February 2020 Issue)
- Created a Marketing Communication Plan for Brand Savvy Consulting as a part of my Marketing Communication course
- Developed a 2,750 worded Brand Analysis Report for the Electric Chair Barber Shop as a part of my Building and Managing Brands course
- Completed Google Analytics for Beginners (Cert I)

### CONTACT INFO:

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Address: Albany Creek, 4035

### EMPLOYMENT BACKGROUND

#### Marketing & Events Assistant

*Lüp Events | Feb 2019 - Present*

In my role at Lüp, I assist in maintaining the company's online presence, as well as its website, social media presence, and online communications. Furthermore, I assist the marketing director with the preparation of collateral materials like graphics and photography for use in communications. Also included in my responsibilities are assistance with the digital setup of events, making sure equipment is in its appropriate locations, and monitoring staff and technology.

#### Guest Service Agent

*Quest | Sep 2019 - Jan 2020*

Checking in guests according to procedures, operate PABX telephone system for internal and external calls, coordinate meeting room/conference facilities, handle customer complaints, developed knowledge of all aspects of the property (financial, sales targets, room rates, apartment and property features), gather information about clients according to sales procedures, receive and process reservations, accurately update and finalize transactions on guests accounts in accordance with the RMS system.

#### Student Administration Assistant

*University of the Sunshine Coast | Jan 2019 - Aug 2020*

Student/customer service, completing tasks required by senior clerks, data entry, answering to enquires and providing information to students.

#### Events Assistant & Brand Ambassador

*Sidekicker, LUP, BDA, Flashpoint | March 2018 - April 2021*

- Daniel Willington Watches (March 2019 – April 2019)
- Commonwealth Games (March 2018-April 2018)
- The Logie Awards (April 2018)
- Channel 7 (Feb 2018)
- Elite Players (April 2018)
- Uber (August 2018)
- Brisbane Truck Show (June 2019)

#### Sales Coordinator

*EstimateOne | Aug 2020 - Jan 2021*

I was hired for this job under a contract through Sidekicker, working from home. I worked amongst a Melbourne based team, performing tasks that involved making calls to members, entering information into the system of Pipedrive and producing formal emails to members from various states across Queensland. I also attended weekly check-ins to address team performance and system changes. Within my first few weeks of the job, I was rewarded for making the most sales in a week.

## WORK EXPERIENCE:

2016 | BNI

I accompanied the Executive Director to a local networking meetup, where I introduced myself in front of a panel of business professional's and participated in a pitch deck that was presented by one of the business professionals.

## REFERENCES:

Christie Pabari | Email:  
christie.pabari@lup.events |  
Phone: 0403325521

Nicole Carr | Email:  
ncarr@questapartments.com.au |  
Phone: 0402481513

Jordan Crane | Email:  
jordan.crane@estimateone.com |  
Phone: 0413346691

## CORE SKILLS:

- People Leadership
- Salesforce
- Analytical, critical and creative thinking
- Administration
- Sales Experience
- High Communication Skills
- Organization
- Customer Service

## INTERESTS:

- Marketing
- Research
- Travel
- Listening to music
- Learning languages

## ACADEMIC EDUCATION

### **University of the Sunshine Coast**

*Bachelor of Business (Marketing), 2017 - 2021*

- Intro to Economics
- Intro to Management
- Communication and Thought
- Principles of International Business
- Business Analytics
- Intro to Marketing
- Intro to Informatics
- Intro to Tourism, Leisure & Events
- Accounting for Business
- Marketing of Social Causes
- Sustainable Tourism, Leisure & Event Management
- Consumer Behaviour
- Corporate Governance & Social Responsibility
- Marketing Communication
- Contemporary & Emerging Marketing Perspectives
- Business Law & Ethics
- Services Marketing
- The Power of Brands
- Managing Workplace Relations
- World of Events
- Tourism, Leisure & Sport Policy & Planning
- International Marketing
- Sports Marketing
- Strategic Management
- Venture Growth & Innovation

### **Mount St Michaels College**

*Private High School, Class of 2016*

### **Tafe**

*Certificate III in Events & Certificate II in Tourism, 2016*

### **Binnacle Training**

*Certificate III in Business, 2016*

developed key enterprise skills – including leadership, teamwork, customer service, personal management and financial literacy.