

Resume

Jacinta Richmond

I am a detail oriented, highly organised management and marketing professional with a focus on relationship building. I have achieved success as an employee and as an entrepreneur and I view my career diversity as a strength that assisted in this success. I am eager to leverage my experience to maximise the potential of a hungry organisation

Education

Certificate Sustainable Fashion Business Strategy 2020 – Copenhagen Business School

Certificate Fashion as Design 2020 – Museum of Modern Art New York

Certificate Viral Marketing & Contagious Content 2020 – University of Pennsylvania

Fast Track Graduate 2019 – Business Blueprint

Certificate IV in Training & Assessment 2015 – East Coast TAFE Queensland

Diploma of Journalism 1998 – Australian College of Journalism

Diploma of Hospitality & Tourism Management 1992 – Victoria University

Bachelor of Arts in Social Sciences 1988 – 1991 – La Trobe University

Contact

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Other interests

Reading

Writing and publishing

Surfing & swimming

Travel

Education

Referees available on request

Self-Employed

Sunshine Coast Fashion Festival: Founder & Director 2008 – 2019

- *Internationally recognized fashion event encompassing up to 30 fashion parades, trade show, educational seminars, awards ceremonies and special events.*
- *Managing Director with duties including PR & marketing, finances, key stakeholder negotiations, & development of event policies and procedures, operations management.*
- *Management and co-ordination of 200 staff/ 550 guests.*

Sunshine Coast Style Awards: Founder & Director 2008 – 2019

- *Annual awards event celebrating stylish residents within the community and broader region.*
- *Co-ordination and management of the event including venue logistics, volunteer management, operations management, and hosting 250 guests.*
- *Responsible for PR & Marketing, Finances, Key Stakeholder negotiations & development.*

Freelance Consultant: (Sunshine Coast) 2018 - 2020

- **Generation Innovation:** *A not-for-profit organisation for young adults (15 – 25) seeking to be guided in entrepreneurship. Operational and co-ordination role.*
- **Rainbow Beach International Women's Day 2020:** *An inaugural event run by a committee. Developmental and operational role for their fashion parade.*
- **Hunter Model Management:** *International Model Scout and agency . Global PR & Marketing Manager role.*

Another Woman's Closet Markets: Managing Director 2015 – 2018

- *A preloved clothing market encompassing 90 stalls on a quarterly basis.*
- *Marketing & PR, Finances, Key Stakeholder development, Operations.*

Hello, My Name is Fabulous: Publicist & Writer 2004 – 2019

- *Freelance publicist for regional fashion & lifestyle brands including Fred & Ginger Boutique, Summer & Salt Boutique, Hive Swimwear, Eva Lily Couture, Blossom Betty.*
- *Contributing columnist for regional and national publications with a fashion focus including The Sunshine Coast Daily, Coolum News, Noosa News, IN Noosa magazine, Noosa Today, Ragtrader Magazine.*

Employment

Peregian Beach Community House: (Sunshine Coast) Venue Manager: 2013 – 2018

- *Venue bookings & daily operations including finances and key stakeholder relationships, membership growth and development.*
- *Marketing & PR and the creating of grant submissions to local government.*

Achievements:

- *Within 6 months I extinguished the venue's debt and established a positive cash flow and a growth plan. The growth plan was key to building cashflow quickly and sustainably and included an online presence, relationship building with key stakeholders, successful grant submissions and an intensive look at the community's needs.*

The Australian Ballet School (Melbourne): Development 1999 – 2000

- *Membership development and retention strategy management.*
- *Creation and execution of PR & Marketing strategies and managing all events and sponsorship.*

Achievements:

Within 8 months, I established the Australian Ballet School's first website, and reversed the declining membership base. I managed successful events including an inaugural black-tie auction with international contributors.

Turtle Island Resort: (Fiji) Operations Manager 1998

- *Marketing & PR for both the resort and their seaplane airline, Turtle Air.*
- *Buying and Shipping of all goods required for Turtle Island.*
- *Financial management for all Operations including events and entertainment.*

Achievements:

I crafted an innovative wine selection that boosted the prestige of the resort and engaged in buying and shipping for all Fiji based 5-star resorts. I developed a comprehensive Operations Manual, so that any staff member present or future, could pick up the role of Operations Manager ensuring the island and its staff, are never left without support.

Chasers Nightclub (Melbourne): Marketing and Promotions Director 1995 – 1998

- *Managed budgets and contracts, marketing plans, and the selection of advertising media.*

- *Plan advertising campaigns, including which media to advertise in, such as radio, television, print, online media, and billboards.*
- *Negotiate advertising contracts and define themes for all copy and artwork used.*
- *Initiate market research studies to understand customer and market opportunities for the businesses.*
- *Direct the hiring of advertising, PR & marketing staff and oversee their daily activities.*

Achievements:

I developed a plan to take the venue from working 3 nights per week to 5 nights per week each night with a unique theme attracting an average of 2000 patrons per night.

Down Under Rock Café (Melbourne): Marketing Manager 1994 – 1995

- *Managed budgets & contracts, marketing plans, advertising media, contractors and staff.*
- *Plan and develop advertising campaigns, including radio, television and print.*
- *Negotiate advertising contracts, the design of artwork used in campaigns and contacts for entertainment.*
- *Initiate market research studies understand customer and market opportunities for businesses.*

Achievements:

I developed a strategy to grow the client base via Melbourne University and RMIT clubs and societies. This provided the venue a wider stream of clientele and allowed it to operate across 7 days per week.

Fox & Hounds Hotel: Marketing Manager: (Melbourne) 1992 – 1994

- *Development and management of the entertainment sector of the hotel as well as managing business relationships with suppliers and customers.*
- *Negotiation of and booking all entertainment and production.*
- *Marketing & PR of the entertainment sector including cross-marketing with other venues.*

Achievements:

Within 3 months I had established two distinct target markets and taken the inner-city hotel from relying on a short income span being the Friday after work clientele, to an entertainment venue experiencing a full house three nights a week. I developed a strategy leading to a fully booked bistro for lunches on weekdays, effectively taking the inner-city hotel from the brink of bankruptcy to financial success.