

Zoe Campbell

Graduate · Bachelor of Commerce (Marketing)

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CAREER OBJECTIVE

Motivated marketing graduate with hands-on internship and retail experience, seeking a graduate marketing or digital role in Melbourne. Strong in social media, content creation, analytics and teamwork, with a track record of academic excellence and initiative.

EDUCATION

Bachelor of Commerce (Marketing) 2022 – 2025

University of Melbourne · WAM 78 · Dean's Honours List 2024

- Relevant units: Digital Marketing, Consumer Behaviour, Marketing Analytics, Brand Management
- Capstone: developed a launch strategy for a local skincare brand, awarded HD (89%)

WORK EXPERIENCE

Marketing Intern Nov 2024 – Feb 2025

Southern Lights Events · Melbourne, VIC

- Created 40+ social posts and 6 EDMs, lifting Instagram engagement by 28%.
- Analysed campaign data in GA4 and presented insights to the marketing manager.
- Supported 3 live events with promotion, run sheets and guest communications.

Sales Assistant (Casual) Mar 2022 – Present

Emporium Fashion · Melbourne Central, VIC

- Serve 60+ customers per shift, consistently exceeding personal sales targets by 15%.
- Trained 5 new team members and assisted with visual merchandising.
- Handle cash, POS and stocktakes with 100% accuracy.

PROJECTS & VOLUNTEERING

- Volunteer Social Media Coordinator – Carlton Community Garden (2023 – 2024)
- Uni Marketing Society – Events Sub-Committee Member (2023)
- Google Digital Garage Fundamentals of Digital Marketing – completed 2024

SKILLS

- Social Media
- Canva
- Google Analytics 4
- Content Writing
- Microsoft Excel
- PowerPoint
- Customer Service
- Teamwork
- Time Management
- Public Speaking

ACHIEVEMENTS

- Dean's Honours List 2024
- Melbourne Global Scholarship – \$5,000
- Debating Club – Finalist 2023

ADDITIONAL

- Work Rights: Australian Citizen
- Drivers Licence (P2)
- Available from Feb 2026
- First Aid & CPR – Current

REFEREES

Available on request.