

MINETTE LIBI BORODA

• public relations professional •

ABOUT ME

I am a PR Professional working at the Department of Health and Aged Care. It is my personal and professional goal to bring about positive change, so I strive to use my creativity, writing and analytical skills to grow the influence and visibility of initiatives and organisations that help my community and the environment.

EDUCATION

BACHELOR OF COMMUNICATIONS (PUBLIC RELATIONS)

- RMIT UNIVERSITY, 2016-2018
- Major in political communications & public policy (3.8 GPA)

MEDIA & COMMUNICATION IN THE FASHION INDUSTRY

- ITALIAN INSTITUTE OF DESIGN, STUDY ABROAD, 2018

COPYWRITING IN ACTION (SHORT COURSE)

- RMIT UNIVERSITY, 2018

VICTORIAN CERTIFICATE OF EDUCATION (94.95 ATAR)

- LEIBLER YAVNEH COLLEGE, 2015

INDUSTRY EXPERIENCE

SENIOR COMMUNICATIONS OFFICER (APS6), DEPARTMENT OF HEALTH AND AGED CARE

SEP 2022 - PRESENT

- Develop, implement and evaluate communication plans to inform key stakeholders of reforms to in-home aged care
- Supervise APS5 Communication Officer

PUBLIC AFFAIRS OFFICER, DEPARTMENT OF SOCIAL SERVICES

FEB 2020 - DEC 2020 - PUBLIC AFFAIRS GRADUATE (APS3)

JAN 2021 - MAY 2021 - PUBLIC AFFAIRS OFFICER (APS5)

JUN 2021 - SEP 2022 - PUBLIC AFFAIRS OFFICER (APS6)

- Deliver Ministerial media announcements
- Draft written products (incl. media releases, talking points, media enquiries, speeches, media implication reports etc.)
- Develop, implement and evaluate national campaigns, advertising, public relation activities and events
- Social media management (incl. strategic planning, content development, moderation and reporting analytics)
- Stakeholder engagement - internal and external

CONTACT



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TECHNICAL SKILLS

- Copywriting (high standard)
- Content development
- Proofreading/editing
- Strategic planning
- Client management
- Research & media monitoring
- Canva and Adobe Suite
- Social media management

PROFESSIONAL SKILLS

- Ability to work in teams & individually
- Commitment and accountability
- Attention to detail
- Strong verbal communication skills
- Self-management & organisational skills
- Flexibility & problem solving
- Creative and strategic thinking

ADDITIONAL WORK

6 years working in hospitality, including
2+ years as a front-of-house supervisor.

INDUSTRY EXPERIENCE

COMMUNICATIONS OFFICER FOR SAMANTHA DUNN MP

JUN 2018 - NOV 2018

- Responsible for managing social media, incl. developing proactive & reactive written & audio-visual content
- Developed community engagement and PR strategies

COMMUNICATIONS INTERN FOR STEPHANIE HODGINS-MAY, CANDIDATE FOR MACNAMARA

JUL 2018 - SEP 2018

- Event promotion, media relations and social media
- Developing campaign strategy and messaging

MULTICULTURAL MEDIA ADVISOR (VOLUNTEER) FOR SENATOR RICHARD DI NATALE

FEB 2018 - MAY 2018

- Media relations with ethnic media
- Planned, promoted and ran a multicultural event
- Wrote Senator Di Natale's speech for Iftar event

PUBLIC RELATIONS INTERN AT ELLIS JONES

FEB 2018 - MAY 2018

- Developed content, including blog & social media posts
- Research and strategy development for clients
- Media monitoring and reporting

ELECTORATE INTERN FOR SAM HIBBINS MP

JUL 2017

- Drafted media releases
- Developed content for social media and campaigns
- Prepared parliamentary briefings

VOLUNTEERING

COMMUNICATIONS VOLUNTEER FOR YARRA ENERGY FOUNDATION

MARCH 2019 - DEC 2019

- Assisted with developing communication strategies
- Website updates and development

COMMUNICATIONS VOLUNTEER FOR BEFRIEND A CHILD IN DETENTION

AUG 2018 - NOV 2018

- Planned & developed communication strategies
- Contributed to social media & website

TREASURER & SOCIAL MEDIA COORDINATOR FOR RMIT UNIVERSITY JEWISH STUDENTS' SOCIETY

JAN 2017 - OCT 2018

- Managed Facebook page and event promotion
- Organised and ran regular events
- Managed club finances

REFERENCES

Kerry Condipodero (Director, Department of Health and Aged Care) - 0405 844 287

Rachell Li (Account Manager, Department of Health and Aged Care) - 0425 871 882