ALEX BROOK CONWAY

Wellington

me@alexbrookconway.nz

Young creative digital media specialist with experience in social media management, visual content production, and digital storytelling. Strong track record delivering work for established Wellington organisations and a passion for helping businesses connect with their audiences.

KEY ATTRIBUTES & SKILLS:

Communication (written & verbal), effective collaboration, brand voice development, self-directed remote work.

EXPERIENCE

- **Social Media Manager - Featherston City Tavern;** 2025-present
  - Independently manage social content strategy for a Wellington hospitality venue, reporting directly to owners
  - Built a full visual brand system (typography, colour palette, tone) for consistent cross-platform content
  - Achieved an average *10x boost in viewership* compared to previous social management
  - Plan and produce campaign content tied to live events and promotions (e.g. World Cup tie-ins, product launches)
  - Write copy and captions balancing brand voice with commercial goals
  - Manage paid boosting/ad spend on Instagram to maximise reach on key content
- **Social Media Management - Flight of the Nix / Yellow Fever**; 2024 - present
  - *Flight of the Nix Media Hub* Instagram management
  - Content strategy and post production for a 1000+ member supporter community (Yellow Fever)
- **Commonsense Organics Shop Assistant;** 2024-present
  - Training of other employees
  - Trust & cashup
  - Weekend department leader
- **Podcast Hosting & Editing** for *Flight of the Nix* (2023 - present) and *Impetus Football (2024)*
  - Impetus was voted **Women's Football Platform of the Year** at the **On Her Side Awards 2023**
  - Hosting; Editing - under a deadline
  - Quick thinking on air; Networking - getting guests, etc
- **Freelance coder - on Fiverr;** 2021
  - 100% **5 star** rated reviews; Project management skills; Effective communication

FILM & PHOTOGRAPHY

- *Shona's film festival* **2nd place** 2026 - Mockumentary short, *The Pause*
- *Shona's film festival* **3rd place** 2025 - Horror short, *Yuputka*
- *Shona's film festival* **winner** 2024 - Coming of age short, *Saudade*
- *Level 2 Excellence endorsed* Photography portfolio

EDUCATION

- ***Bachelor of Communication (Digital Media)*** - Massey University, Wellington (Expected completion *2029)*
- Wellington High School (2022-2026)
- Clyde Quay School, Year 1- 8 (2013-2021)

ACHIEVEMENTS

- Overall Excellence Endorsement at *NCEA Level 2*, with **99 excellence credits**
- Subject Excellence Endorsement in Level 2 Media Studies, Photography, English, Te Reo Māori, Computer Science
- Top of *Wellington High School Media Studies/Film* 2024, 2025
- Wellington High School *Wero Leader* 2026 (prefect equivalent)
- Wellington Men's 20&U Netball team 2025, 2026 (youngest age group)
- Academic Excellence award at Clyde Quay School x2, years 6 & 8 (an award only given to one person each year)
- *123Tech* Finalist two years in a row (2020, 2021)

Additional references available upon request