

MARNI DIXIT

Digital Content Producer

CONTACT

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🌐 www.marnidixit.com

EDUCATION

HOLLYWOOD IMMERSIVE: TV HOSTING COURSE
2014

AFTRS TV, RADIO PRESENTING AND VOICE OVER COURSE
2013

BACHELOR OF COMMUNICATIONS: JOURNALISM
2013
University of Technology, Sydney

BACHELOR OF COMMUNICATIONS: INFORMATION AND MEDIA
2011
University of Technology, Sydney

COMPUTER SKILLS

CMS (most recently Drupal and Wordpress)
Adobe Photoshop
Adobe Audition
Adobe Premiere Pro Tools
Final Cut Pro
Microsoft Office Suite

REFEREES

Available upon request

EXPERIENCE

ENTERTAINMENT AND LIFESTYLE JOURNALIST (PART-TIME CONTRACTOR)

March 2020 - onwards

- Write on-brand entertainment and lifestyle news, working to tight deadlines
- Researching stories, interviewing talent and pitching original features
- Interview talent on Instagram and Facebook live
- Use of analytics to measure performance
- Implementing SEO best practices for articles
- Adobe PhotoShop use

FREELANCE WRITER, PRESENTER AND VOICE OVER ARTIST

February 2019 - onwards

- Freelance pop culture and lifestyle journalist and copywriter
- Host of Pop Fix Podcast
- As a freelancer, wrote a number of Goat.Com.Au's highest performing stories for 2019

ACTING EDITOR

Nova Entertainment | October 2018 - February 2019

- Created social and editorial strategy for NovaFM.Com.Au.
- Lead team in best practice use of Facebook Ads Manager.
- Managed team across Sydney and Melbourne as well as team of freelancers

DIGITAL CONTENT PRODUCER

Nova Entertainment | June 2015 - October 2018

- Produce on-brand entertainment, news, lifestyle and commercial content across Nova and Smooth sites working to tight deadlines.
- Researching stories, sourcing images, conducting interviews and pitching original feature articles and video content.
- Manage social media channels to create engaging posts on Facebook, Instagram, Twitter and Snapchat as well as daily Facebook Ads Manager use.
- Use of Google analytics and social media metrics to review performance.
- Implementing SEO best practices for articles.
- Voiced ads across the Nova network.
- Acted and presented in videos for Goat.Com.Au.
- Adobe Photoshop and some Premiere use.
- Filled in as the Fitzy and Wippa and Smallzy's Surgery digital content producer when regular producer was unavailable.

Achievements:

- In 2017 the Nova team achieved the number one position in the radio online market, as well as the number four position across all Australian entertainment sites according to Nielson Market Intelligence.
- Introduced monthly features meetings.
- Created the best performing piece of commercial content across the Nova markets.
- Wrote a number of the best-performing articles on the Nova sites for 2017 and 2018.

SHOWBIZ REPORTER

Daily Mail Australia | September 2014 - June 2015

- Responsible for development and coordination of entertainment stories covering local and international news.
- Interviewing talent by phone and face to face.
- Creating engaging headlines to encourage views and clicks.

DIGITAL CONTENT PRODUCER (CONTRACT POSITION)

Nova Entertainment | August 2014 - September 2014

- Produced entertainment content for all five Nova Entertainment markets.
- Managed social media channels including Twitter, Instagram and Facebook.
- Created engaging Facebook posts through understanding of algorithms and creating hooks to attract readers.

PRODUCER AND PRESENTER: THE MADHOUSE

Triple H 100.1FM | April 2014 - September 2014

- Created and produced an entertainment based weekly radio show featuring pop culture news, film and music reviews as well as weekly interviews with musicians.

PANEL OPERATOR

2GB 873AM | March 2014 - September 2014

- Worked on a variety of shows across the station including Money News with Ross Greenwood, Chris Smith's Afternoon Show, Ben Fordham's Drive Show and Ray Hadley's Continuous Call Team.

PHONE OPERATOR AND PRODUCER'S ASSISTANT

Nova 96.9 | November 2013 - September 2014

- Worked on Smallzy's Surgery, Kate, Tim and Marty as well as Summer Nights with Cale which involved answering phones for national shows, choosing callers to go to air and helping choose segments for the shows.

WRITER

Aphra Magazine | July 2013 - June 2014

- Wrote film reviews for the magazine's website.

RADIO PRODUCER

2SER 107.3FM | March 2013 - June 2013

- Involved researching, reporting and packaging stories for the book show, Final Draft.

SOCIAL MEDIA MANAGER AND WRITER

Mirror Mirror Magazine | August 2012 - November 2012

- A small team project, we created and launched an online magazine for which I was a writer and social media manager.

WRITER

Movies.Com.Au | May 2012 - September 2012

- Wrote reviews, previews and features.

PRESENTER AND PRODUCER: THE SOHAN AND MARNI SHOW

Triple H 100.1FM | April 2012 - August 2013

- Co-produced and presented the entertainment based show.
 - Interviewed musicians live on air and at events such as the ARIAs 2012 and Big Day Out 2013.
 - MC'd local community events.
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