



Taraneh Kalanaki

Marketing Assistant · Curtin Marketing Association

📍 Perth WA, Australia

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About

A motivated individual with proven time-management skills developed from ongoing employment while studying and undertaking volunteer placements. A highly articulate individual who can work confidently with diverse teams and situations in which cultural awareness and interpersonal skills are integral. Seeking an opportunity to start a professional career with the long-term aim of working in the marketing sector.

Talents & Endorsements

Creative · Strong communication skills · time management

Experience

Marketing Assistant · Curtin Marketing Association

2022 - Present · Bentley WA, Australia

- Managed CMA's LinkedIn platform according to specific audiences. The weekly blogs included brainstorming, researching, writing articles, creating visuals, and analysis of each post.
- Strategizing Marketing segments such as marketing jobs and concepts for LinkedIn blogs led to a 45% increase in engagements.
- Developed copy writes and visual elements for CMA's Facebook and Instagram to promote special events. The results were a 10% increase in real-life engagements at CMA's events.

Accounts Assistant · Lightning Brick Pavers

2021 - 2022 · Wangara WA, Australia

- Analysed monthly closing activities and prepare budgets and financial reports for senior management.
- Managed reconciliation of accounts payables and accounts receivables to reduce ambiguity by 85% within the financial system.
- Trained as part of the accounting team to develop annual reports and tax returns for each financial quarter

Communication Officer · JCW Volunteering Program

2021 - 2021 · Bentley WA, Australia

- Volunteered to lead a group of fourteen people to a regional hospital to facilitate an annual charity



- event.
- Led the responsibility of recruiting all volunteers, arranging details of the event and handling payments.

Education

Curtin University

2020 - 2024 · Perth WA, Australia

- University Associations:
- On the Committee board at Curtin Marketing Association
 - Member of the Women's in Business Curtin Club
 - Program leader at Curtin Volunteers! program

