

TINA NIXON

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PROFILE

Master of Management graduate from the University of Melbourne with hands-on experience across marketing, events, and brand coordination. Brings a creative, solutions-driven approach to delivering campaigns, experiences, and stakeholder initiatives. Motivated by purpose-led organisations value people and sustainability, with a strong interest in contributing skills to meaningful, impact-driven work.

Portfolio Link: <https://tinanixonp.wixsite.com/tina-nixon-portfolio/portfolio>

EDUCATION

Master of Management

Jul, 2023 - Jul, 2025

The University of Melbourne

- Explored business strategy, leadership, and organisational dynamics, building sharper decision-making skills and learning to adapt quickly in challenging situations

B.M.S (Bachelors in Management Studies - Marketing)

Aug, 2020 - May, 2023

University of Mumbai

ACHIEVED: 9.31 CGPA

EXPERIENCE

Event Manager (MBSSA)

Feb, 2025 - Jun, 2025

University of Melbourne, Melbourne, Australia

- Orchestrated the planning and execution of high-impact events (120+ attendees), including corporate networking nights and career workshops, boosting student turnout and engagement by 80%
- Managed and mentored a team of 15–20 event coordinators, enhancing leadership and delegation skills in a high-pressure environments
- Coordinated logistics across venues, vendors, and internal teams to ensure seamless event delivery under tight academic timelines
- Led cross-functional collaboration with marketing and operations teams to align event themes with association's strategic goals
- Constructed detailed excel run sheets, risk plans, and contingency protocols to manage multiple event projects with 100+ attendees
- Cultivated professional relationships with over 100+ corporate partners and guest speakers, increasing the value and credibility of student-facing events

Marketing Intern (Part-time)

Nov, 2024 - Feb, 2025

Local Brewing Co., Melbourne, Australia

- Served as the sole marketing intern, leading several marketing initiatives and communications for a fast-paced, sustainability-driven craft brewery
- Ideated promotional materials and digital campaigns showcasing Local Brewing Co.'s sustainability efforts, increasing customer interest and foot traffic by 35%
- Conducted a competitive analysis of 5+ leading breweries, designing online content style to boost relatability and expand audience reach

- Developed and refined budget-friendly social media content based on trend analysis, increasing social media engagement and improving brand awareness among young consumers over one month
- Conducted extensive research and outreach to secure 5+ local businesses for the monthly Sunday markets, optimising vendor diversity and community engagement at zero cost to the company

Marketing Intern (Full-time)

Jun, 2021 - Jul, 2021

RP Tech, Mumbai, India

- Served as the only marketing intern in a tech firm, supporting critical market research and partner program operations across Mumbai
- Grasped how to analyse market trends, customer behaviour, and competitors to make data-driven decisions by conducting an in-depth research of 20+ technology brands
- Gained quintessential experience in corporate relationship management, project coordination and cross-functional collaboration while executing Partner Certification Programs for 20+ Channel Partners

Event Associate (Part-time)

Nov, 2021 - Jun, 2023

NJSM [Sound & Event Management Company], Mumbai, India

- Planned and delivered large-scale events with 200+ attendees, coordinating logistics, vendor management, and on-site execution
- Navigated corporate travel logistics, arranging national air/train bookings and premium 5-star accommodations for corporate clients
- Created and maintained detailed Excel sheets to track budgets, itineraries, vendor payments, and client requirements, ensuring smooth operations and accountability
- Resolved last-minute client demands under tight timelines, demonstrating adaptability and calm in high-pressure situations
- Facilitated communication across internal teams and vendors, ensuring timely execution and alignment with client expectations

Marketing Associate (Part-time)

May, 2020 - Oct, 2021

NJSM [Sound & Event Management Company], Mumbai, India

- Organised B2B marketing campaigns with the team to position NJSM as a leader in audio production and event execution, using tailored pitch decks, case studies (e.g. Sunburn Festival), and service portfolios to attract clients
- Boosted NJSM's online visibility by 40% by regularly posting across social media platforms, showcasing behind-the-scenes set-ups, audio equipment expertise, and testimonials from high-profile events
- Collaborated with vendors, travel partners, and internal stakeholders to streamline event marketing operations, ensuring consistent messaging and premium client experiences for corporate events
- Tracked budgets, campaign ROI and email marketing utilising Excel and internal systems, providing marketing performance insights to management

SOCIAL WORK

- Completed 240+ hours of social work under NSS (National Service Scheme), contributing to community welfare initiatives such as clean-ups, donation drives, food distribution, and teaching
- Enhanced emotional intelligence, adaptability, and problem-solving abilities while working with diverse communities in high-need areas

COURSES

Design-Led Strategy: Design thinking for business strategy and entrepreneurship (Coursera)

Business Analytics using Advance Excel (Microsoft)
Introduction to Negotiation by Yale University (Coursera)
Inspirational Leadership Skills (Udemy)
Master Persuasion Psychology (Udemy)
Social Media Marketing (Coursera)

SKILLS

Social Media Marketing & Digital Marketing
Event & Project Coordination
Stakeholder Communication and Negotiation
Microsoft Office Suite (Excel Advanced, Word, PowerPoint, Outlook)
Content Strategy and Persuasive Writing
Canva Pro
Google Ads & Google Analytics
CRM Systems (HubSpot, Salesforce, Zoho)