

ASHLEIGH BURFORD

Marketing and Digital Communications

ABOUT ME

I hold a Masters of Marketing & Digital Communications and have worked freelance in this field since 2022. I currently work full time as a senior teacher and have done so since 2010. Prior to this I worked in hotel management in Australia. My future ambitions lie in marketing, particularly digital marketing for hotel brands in the UAE.

EDUCATION


Master of Marketing and Digital Coms.
Monash University, Australia
2022-2024

Bachelor of Education
Griffith University, Australia
2006-2010

Bachelor of Hotel Management
Griffith University, Australia
2004-2006


SKILLS

Creatively minded
Life-long learner
Demonstrated self-starter
Excellent attention to detail
Thrives on a challenge
Cultural sensitivity
Time management
Decision making
Budgeting experience
Communication
Developing relationships
Working autonomously
Effective team player
Customer-focused attitude
Ability to work across various levels and regions
AI content creation via Midjourney programming
Canva and Photoshop

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Sheikh Mohammed Bin Rashid
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Downtown Dubai, UAE

EXPERIENCE

Freelance Digital Marketer

2022 – 2024

- Creation of social media content including images, video, copywriting for brands including West Elm, Hashtag Store (Dubai Mall), World Fashion Week Dubai/Cannes/Paris, Australian International School, Victoria International School using Canva, Photoshop, and AI Midjourney platform.
- Ensuring all marketing collateral aligns with brand standards, corporate guidelines, and budget constraints.
- Social media plan development and implementation.
- In-store displays for marketing campaigns and events.

Founder/Owner of Pop Art Arabia

2022 – 2024

- Development of e-commerce website.
- Search engine optimization (SEO) and Google analytics.
- AI art generation utilizing Midjourney platform.
- Social media content creation, plan, and implementation.

Senior Teacher

2010 – 2024

Australian International School / Victoria International School - Sharjah
PBC State High School / Beenleigh State High School - Australia

- Curriculum development, classroom management, data collection and analysis, event co-ordination, digital technology implementation, AI lead-teacher.

Hospitality and Hotel Management

2003 – 2010

- Front of house / back of house management, HR organisation and interview processes, customer relations, budget management, staff professional development, compliance with legal guidelines, daily financial takings management, event organisation.