

Full name: Mr. Thomas A. Valcanis

Nationality: Australian citizen

Education/Certifications

2010-2011: Master of Communication and Media Studies, Monash University at Caulfield
Completed industry research dissertation (journalism) as part of qualification (with distinction), coursework
GPA 4.00, Average mark of 82.00

2005-2009: Bachelor of Arts, University of Melbourne, Parkville

Major: Political Science/International Relations - Minors: Cinema Studies, History

2004: Completed Victorian Certificate of Education at Melbourne High School,
Forrest Hill, South Yarra

2012: Completed HLTF311A Apply First Aid certificate at CPR First Aid,
Melbourne

Skills and Strengths

- I sell words because my words sell, customer-converting copywriting for all businesses and audiences
- Long and short form copywriting and content creation
- Editing and commissioning under pressure
- World class research, interviewing and writing honed by employment experience and formal education
- Writer of concise copy and fantastic features with a nous for news
- Can turnaround assignments on the tightest of deadlines and file the highest quality copy
- Iterative and focused improvement through copy editing
- Extensive knowledge of media as a culture and analysis from a business perspective
- Effective liaising with graphic designers and web developers for meticulous management of media projects
- Stringent approaches to newsgathering, investigations, and research; not afraid to push to get the story within ethical limits
- Corporate writing for annual reports, press releases and internal/external communications

- Pitching and placing news stories to journalists or editors either self-created or for research by others
- Media buying experience
- Works to industry standard style guides (AP, ABC Radio National, in-house)
- Advanced knowledge of Microsoft Word, Excel, Powerpoint et. al.
- Capable grasp of Microsoft Access, Adobe Photoshop, Dreamweaver, Premiere and InDesign (up to CC2).
- High proficiency in social media applications and strategic formulation
- Works with and can successfully set up and manage CMS
- Writer of implement high-ranking SEO content in a diverse range of sites
- Literate in HTML, CSS and some JavaScript.
- Extremely knowledgeable in domain name policy, Internet governance and new generic Top Level Domains (new gTLDs)
- Experience in digital and advertising agencies
- Foreign languages: Basic knowledge of Italian & German, conversational ability in Macedonian.

Journalism and Communications Experience

Employer: Online Circle Digital

Duration of Employment: April 2018-July 2018 + ad hoc work

Position: Copywriter (Contract)

- Writing copy for social media, digital, and print
- Working to tight briefs and fast turnarounds
- Clients include Mercedes-Benz, Pascall, San Churro, Parmalat, and OCD external marketing
- Freelance contract – in-house and remote

Employer: Hysteria Magazine

Duration of Employment: July 2012-March 2018

Position: Editor

- Pitching, sourcing and writing features and interviews, often on tight deadlines
- Writing record, film and television reviews
- Copywriting and editing
- Assisting with marketing and communications
- Website and social media producer
- Employed on freelance basis
- Previously digital editor and contributor

Employer: I Sell Words

Duration of Employment: Incorporated July 2009, I Sell Words launched April 2014

Background: My freelance copywriting and consulting business.

Position: Freelancer

- Copywriting for print and online
- Media consulting
- Publicity for local business and musicians
- Freelance feature and news articles
- Media project management
- Media consultant for Diamond Dog Food and Bakery, Dr. Herb Goldberg, Ph.D., Gamut Australia, The Yard Bar and Restaurant, Richard Craig and Associates+, Bayside Hapkido+, Thoricane Entertainment+ and Berserkerfox [Band]
- Copywriter for Rivers Clothing Australia, Savvy Financial+, Essential Beauty and PreApproveMyLoan.com.au, HRonCall, Melbourne Fire and Electrical, The Animation Company, Biffs Films, Change of Plan, MCN, Harcourts Real Estate, and more
- CMS manager for Historywow.com
- Content writer and researcher for LogL Pty. Ltd.
- Intellectual property and media buying experience
- Major project: HistoryWow app and website; managed development of website, branding and app from ground up
- Full portfolio: <http://www.isellwords.com.au/portfolio>

Employer: .au Domain Administration Ltd

Duration of Employment: February 2012-April 2014

Position: Marketing and Communications Officer

- Responsible for all forward facing auDA communications both domestically and internationally
- Implemented social media policy and assumed responsibility for new social media platforms: Twitter, LinkedIn, and Facebook
- Manager of five websites across WordPress, SilverStripe and Joomla platforms
- Writer of annual reports, press releases, blog posts and other copy for external communication
- Media liaison and primary point of external contact
- In constant contact with large network of businesses, government departments and stakeholders in the Internet and Telecommunications industry
- Major project: Wrote copy and managed development of front-facing website (auda.org.au)

Employer: Beat Magazine

Duration of Employment: May 2013-January 2017

Position: Journalist

- Writing music reviews, live reviews and other criticism
- Conducting interviews and filing copy on tight, weekly deadlines to specific word counts

Employer: Melbourne City Newspaper

Duration of Employment: November 2011-March 2012

Position: Journalist

- Sourcing, researching, pitching and finding leads to stories of interest in Melbourne CBD and surrounds
- Music, men's health and politics reporter

Employer: HotFox Pty. Ltd.

Duration of Employment: October 2010-October 2011

Position: Copywriter

- Production of search engine optimized (SEO) content for diverse range of client websites from asbestos removalists to yacht clubs
- Targeted blog copy, product reviews and other writing work

Employer: the AU Review

Duration of Employment: August 2010-Present

Position: Contributor

- Review writing and story research/writing
- Interviews and features with prominent rock and alternative artists

Employer: News Bites Pty. Ltd.

Duration of Employment: January 2010-April 2010

Position: Journalist

- Writer of stock reports on companies listed on the Australian Securities Exchange
- Wrote longer pieces on mining, finance and other businesses

Other Media and Communication Experience

Employer: The .au Domain Name Administrator

Duration of Employment: February 2009-July 2009

Position: Domain and Compliance Auditor

- Perform compliance checks of .au domain name according to auDA policy
- Interpreting impact of decisions on Australian ICT industry

Published Academic Articles

- Valcanis, T. “An iPhone in Every Hand: Media Ecology, Communication Structures and the Global Village” in *ETC., A Review of General Semantics*, (Vol. 68, No. 1, Jan. 2011)
- Valcanis, T. “Rock Sells Out?: Australian rock journalism – cultural creation, industry influence and electronic evolution”, for *National Centre for Australian Studies Industry Research Program*, July 20, 2011.

Achievements

- 2000: Selected as Editor of CSC Year 8 *Octagon* Magazine
- 2002: Assistant at Cheltenham Community Educational Activity Center for the *Introduction to Computers for Migrants* program
- 2002: Participated in Challenge: The Cancer Support Network leadership course and fundraising activities
- 2004: Winner: Grand Prize for service to MHS *Sentinel* magazine
- 2008: Selected as Melbourne University Orientation Host
- 2010: Accepted into National Center for Australian Studies advanced dissertation program with GPA of 4.00 (High Distinction average, Semesters 1 and 2, 2010)
- 2010: Awarded Key Speaker by Australian General Semantics Society
- 2010: Selected as youth delegate for United Nations DPI-NGO “Advancing Global Health” Conference
- 2010: Winner: Monash University Dean’s Recognition Award for Academic Achievement (Semester 1, 2010)
- 2012: Selected as part of .au delegation to Internet Corporation for Assigned Names and Numbers (ICANN) meeting #45 in Toronto, Canada
- 2013: Selected to write introduction to *Music Journalism 101*, a textbook for emerging music journalists
- 2016: Winner: Best Copywriting/Content in Melbourne at the APAC Insider Business Awards

Professional, Academic and Social Associations

- Australian General Semantics Society
- Bayside Sin Moo Hapkido Club
- Melbourne NMMNG Support Group (Leader)
- Monash Postgraduate Association
- Media Entertainment and Arts Alliance (Australian Journalists’ Association)

+ - current contract

Referees

Dr. Tony Moore, Ph.D. – Director, National Centre for Australian Studies;
Senior Lecturer, Communication and Media Studies program at Monash
University at Caulfield and former ABC *4 Corners* journalist
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