

Chris Herden

Media Professional & Arts Worker

 Redland Bay, Queensland

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Professional Profile



Accomplished writer of Resumes, LinkedIn Profiles, Cover Letters, press releases, celebrity and business profiles and publicity materials. Excellent writing and proofreading capabilities along with a keen eye for detail. Converts complex information into logical, clear and interesting content. An engaging written voice with a good sense of narrative and flow. Meticulous researcher who applies a 'can-do' attitude to identify and resolve issues. Exemplary communication and presentation skills developed from an extensive performing arts background and experience as a medical school teaching associate. Former Secretary of Queensland Writers' Centre.

Career Summary

Mar 2023 – Dec 2023	 Resume Writer  Randstad RiseSmart
Jun 2021 – Sep 2022	 TopStack Resume Australia
Feb 2021 – Jun 2021	 CV People
Jul 2018 – Nov 2020	 CV Centre – James Innes Group, UK

KEY ACHIEVEMENTS

- Rapidly progressed to Senior Writer status at several Resume service providers by being dependable and consistent in the timely delivery of high quality CV/Resume products, professional LinkedIn profiles and Cover Letters.
- Successful 2019 New Enterprise Incentive Scheme (NEIS) candidate in development of start-up resume writing business, [Powerful Resumes](#)

Apr 2013 – Present	 Publicist, PR Professional & Content Writer  Self Employed
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KEY ACHIEVEMENTS

- *Powerful Resumes* (business entity successfully established under NEIS program)
- Delivered cost-effective, media attention-grabbing marketing strategies and publicity materials for select clients from a broad range of industry sectors including construction, architecture, fuel services, fashion, visual and performing arts
- Provided, at short notice, exemplary account manager support to architecture PR specialist
- Created executive profiles, feature articles, industry blogs and press releases for print media and social media platforms. Produced Facebook event pages, GIFs and sought imagery and digital products for social media campaigns. Developed real-time activity reports for clients
- Utilised advanced web development tools in creation of <https://www.chrisherden.com.au/>

Oct 2006 – Dec 2017

 Reporter/Journalist

 bMag, Business Review Australia, Aus & NZ Grapegrower & Winemaker, BNE

KEY ACHIEVEMENTS

- Key player in positioning *bMag* (distribution – 420,000+) as Brisbane’s leading source of entertainment news via fortnightly *Best in Show* column
- Boosted *bMag*’s community standing through professional representation of the magazine at major festivals and gala events
- As an Australian-based editor, played key role in establishing Australian presence for *Business Review Australia* (US-based White Digital Media)

Feb 2010 – Feb 2021

 Men’s Health Teaching Associate

 University of Queensland School of Medicine, QLD

KEY ACHIEVEMENTS

- Acquired and refined necessary skills to attain standing as leading team member in a pioneering case-based-learning medical teaching program. Applied this expertise to train new associates
- Helped maximise program proficiency via best-practice demonstrations and the teaching of accomplished communication skills and safe, effective examination procedures

2007 – Present

 Simulated Patient/Role Player

 UQ | ACU | Bond University | Qld Health | Family Planning Qld | Qld Law Society

KEY ACHIEVEMENTS

- Role player, trainer and mentor in standardised/simulated patient programs.
- Presenting realistic doctor-patient scenarios that provide students the opportunity to practice their inter-personal communication and clinical skills in a hospital setting

1985 – Present

 Singer/Actor/Simulated Patient/Role Player


 Various

KEY ACHIEVEMENTS

- As CY 2026, Brisbane City Council’s Waste Management Services recycling mascot. Was main player in turning what was intended to be a 4-month summer season trial of teaching children good recycling practices into a highly successful 4-year campaign (2006-2011)
- Accomplished performing artist, scriptwriter and producer (see Performance CV).

Education

2020

 Certificate IV Small Business Management

 TAFE/Awesome Business Solutions

2019

 Certificate III Microbusiness Operations

 NEIS

2007

 Certificate of Completion

 Australian School of Journalism

Skills

Resume Writing | Journalism | Publicity | Media Training | Writing Press Releases | Administrative Processes | CRM Writing for the Web | Interpersonal Skills | Multitasking | Attention to Detail | Oral & Written Communication Collaboration | Network Building | Negotiation | Strong Research Skills

IT Skills

MS Office Suite | Google Apps | WordPress | Elementor Pro | Discord | Slack | Zoom | Trello