Payton Anderson

Marketing | Brand Strategy | Events & Communications
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PROFESSIONAL EXPERIENCE

Graduate Marketing Consultant Feb 2026 - May 2026

TotalEnergies and University of Melbourne

- Conducted 30 customer and stakeholder interviews and 100+ hours of field research to uncover purchase-journey friction, trust barriers, and opportunities to strengthen brand relevance in the Australian market.
- Developed 10 research-backed commercial and marketing recommendations spanning localized messaging, customer engagement, branded materials, and experiential activation.
- Assessed prospective brand sponsorship and partnership opportunities, including sponsorship pricing, and presented recommendations to company representatives and stakeholders.

Marketing and Communications Intern Mar 2025 - Dec 2025

The University of Melbourne

- Independently analyzed audience and engagement data across LinkedIn, Meta, and Google Analytics; developed a 12-month communications strategy adopted by the department for ongoing planning.
- Produced 200+ digital content assets across articles, videos, graphics, and website communications, translating complex information into accessible, brand-aligned storytelling.
- Led end-to-end planning and delivery of graduation events, overseeing vendor coordination, budgets, stakeholder communications, scheduling, and on-site execution.

Talent Acquisition Intern Jun 2023 - Sep 2023

Stantec Consulting, Inc

- Managed content updates across 10 recruitment campaigns, collaborating with hiring managers to strengthen employer branding, streamline job postings, and improve candidate communications.

Microsoft Office Teaching Assistant Jun 2022 - Jun 2024

University of Denver

- Trained 400+ students in Excel, PowerPoint and Word, providing weekly instruction, technical support, and feedback to support certification preparation.

EDUCATION

University of Melbourne Feb 2025 - Aug 2026

Master of Management (Marketing)

Brand strategy, consumer research, and creative campaign recommendations developed through live agency briefs for Toyota and Cancer Council Australia.

University of Denver Jan 2021 - Aug 2024

Bachelor of Science in Business Administration (BSBA), International Business
Minor in Business Ethics and Legal Studies

SKILLS

Platforms: Google Analytics, Tableau, SPSS, Canva, Mailchimp, Eventbrite, Meta Business Suite, Microsoft Office, Website Design

Strategy: Consumer Insights, Market Research, Brand Positioning, Customer Journey Mapping, Partnership Research

Marketing: Communications Strategy, Content Development, Campaign Planning, Event Management, Website Design, Vendor Coordination