

Tiffany Bonasera

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Summary

I am a journalist, copywriter, creative strategist, and podcast producer — an all-round communications professional who has demonstrated experience in turning dry and complex subject matter into smart, concise, and SEO-friendly copy.

I have an outstanding track-record in website content creation and project management. I am especially skilled at nailing a brand's tone of voice, using plain English, and working with designers and developers to execute on a brief.

Employment history

January 2021 – present

Freelance copywriter and content creator

As a freelance copywriter and content creator, I work with all kinds of businesses, on both a project and ongoing basis, to deliver copy and content that aligns with broader goals and objectives. Recent work includes:

- Website content creation for [Leysa Flores Design](#), [ProPoint Business Solutions](#), and [Lifestyle Tradie](#)
- Website content creation and strategy for [Aquna Sustainable Murray Cod](#)
- Content creation for regional brands [Southern Cotton](#) and [Whitton Malt House](#)
- Ghost-writing two books: [Start Up, Scale Up, Sell Up](#) and [Tradie Wife: Why Winging It Isn't Working \(And Breaking Old Habits Will Help\)](#).

June 2020 – present (short hiatus)

Co-host, editor and producer, SportsParenthood

SportsParenthood is an **original, weekly podcast** for rookie sports parents, which I've built from the ground up. Since launching in 2020, the podcast has featured many high-profile guests, including rugby league's **Tom and Jake Trbojevic**, Matilda **Remy Siemsen**, swimming coach **Tracey Menzies-Stegbauer** — and many Olympic athletes and experts.



I script interview questions and the episode introduction, record the interview using a remote recording platform, edit the audio, liaise with the audio producer, publish the SEO-friendly content on the [SportsParenthood website](#) and socials, and release the episode on hosting platform, Anchor.

SportsParenthood is available on Apple Podcasts, Spotify, and Google Podcasts.

June 2019 – December 2020

Content creator, Lifestyle Tradie Group (LTG)

In my role as content creator at the Lifestyle Tradie Group, I created weekly blog content, video scripts, digital marketing material, lead magnets, partner content, presentations, and education resources for the group's membership.

July 2014 – 2019

Freelance copywriter and content creator, Canberra Copywriter

As the highest-ranking Canberra-based copywriter on Google, I connected and worked with high-profile brands including HerCanberra, Blackett Homes, LJ Hooker Gungahlin, Design Canberra Festival, and Southern Innovations.

October 2011 – June 2014

Strategic communications manager

The Australian Research Alliance for Children and Youth (ARACY)

As the strategic communications manager at ARACY, I led a small, dedicated team recognised for providing high-quality communications expertise across many areas and platforms, including heading up the rebranding of the organisation.

January 2007 – October 2011

Account director, Sauce Communications

For five years, I worked as both a contractor and employee at Sauce Communications, on a diverse range of projects. These projects all required my communications/PR expertise and strong people skills.



Further relevant employment and experience

July 2002 – December 2008

Various roles

ninemsn (now Nine Digital)

At ninemsn, I produced the A Current Affair and 60 Minutes websites, worked on the network's subediting team, scheduled homepage content, and managed relationships with third-party clients, including realestate.com.au.

1999-2002

Sports reporter/journalist

Various networks

At WIN Television (Maroochydore), I was the first female sports editor employed by the network. I also worked at the Seven Network and Network Ten.

Education

2017 – 2018

Certificate IV in Interior Decoration
Canberra Institute of Technology

1995 – 1997

Bachelor of Arts in Communication (Journalism)
Sport major
University of Canberra

Sporting achievements

March 2005

Represented Australia at the IAAF World Cross Country Championships, St Galmier, France (long and short course)

December 2004

Zatopek 10,000m National Championship
3rd Female (Time: 33:39)

November 2004

Represented Australia at the Ekiden Relay, Japan
(Time: 33:16 – 10km)

August 2004

City2Surf
2nd Female (Time: 48:23)



Referees

Available, on request

