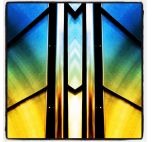


# E Melanie Lever



167 Easthill Drive, Robina • Gold Coast, Queensland 4226 • Phone: 0412 637 445 • Email: emlever@gmail.com

## Summary

Melanie is a highly experienced communications professional with special interests in the areas of writing and editing, with expertise in web design and content management.

*"I'm enthusiastic, a fast learner, insightful and show initiative. I work hard and love to bring a project to fruition within budgets and timeframes, but with a shine no one dared hope for. I enjoy a challenge and solving problems, so I'm a great team player. I can motivate people that no one else can reach to be team players and achieve a common goal."*

## Experience

### Freelance projects

[2012 to present]

Web design, communications and marketing:

- Developed web site with SEO and social media for a residential community group
- Consulted on technical issues and best practice web design for small businesses
- Implemented social media presence for community organisations
- Advised on and edited professional CVs for clients in accounting, business development and web design
- Created custom corporate identity logos and business cards.

### Web designer, Queensland Health [November 2015 to February 2016]

Prevention Division intranet sub site redesign:

- Took over from another designer mid project to implement a new information architecture
- On discovering the IA was not approved, redesigned and simplified the IA to address usability issues and best practice standards, meeting with key stakeholders and negotiating solutions
- Presented the new IA and web elements (including improved business directory and fat footer) to the Executive Leadership Team and Chief Health Officer, gaining immediate support
- Implemented the framework for the new IA and created the supporting web elements

### Web designer, Queensland Health

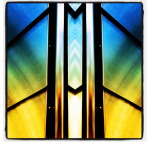
[June to September 2015]

Allied Health intranet sub site redesign:

- Took over from another designer mid project with no real handover, conducted a project audit and addressed the brief within a short timeframe
- Redesigned the information architecture as topic-based to address usability issues and best practice standards
- Developed a project-specific style sheet, checklist and glossary, defined consistent metadata terms and created a metadata style sheet for update consistency
- Edited and re-wrote technical and government jargon to web-friendly plain English
- Redesigned the home page and added fat footers to all pages and implemented custom cross-browser UI components for tabs and table sorts from script generated xml/csv files
- Conducted user testing and usability with card sorting activities and Treejack.

Lorem ipsum dolor

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## Information analyst, State Development

[April to September 2014]

Online application development project:

- Developed a project-specific style guide, checklist and glossary
- Liaised with business analysts, subject matter experts and business stakeholders to ensure communications aligned with legislative requirements and regulations
- Created a customised register of notices and version control for documents (SharePoint 2010)
- Developed and reviewed communications for the development assessment system (including email notifications, letters, and alerts)
- Advised on onscreen text and design in the application for usability and consistent user experience
- Created user documentation for staff.

## Writer, Bupa

[December 2013 to February 2014]

Customer communications:

- Reviewed and rewrote claims letter templates on complex health insurance issues in plain language.

## Web content writer, Bupa

[June to November 2013]

Customer service knowledge intranet (“Know-it”):

- Wrote, edited and proofread policies, procedures and other information in plain language for an online knowledge management system to guide frontline staff (SiteCore)
- Advised on house style and branding issues.

## Principal project officer, Skilled and Business Migration

[2007 to September 2012]

Web design and management, general marketing and communications:

- Led the strategic direction of communication and marketing for Skilled and Business Migration (2010-12) and managed all marketing and communications (2009-12)
- Developed, managed and maintained the Work Live Play migration website (custom CMS).

## Web communications manager, State Development

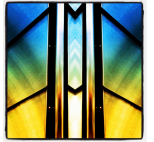
[2006 to 2007]

Corporate web communications and design:

- Managed information architecture, web design and web content for intranet and Internet projects and portals
- Created policies, procedures and forms for web publishing
- Managed and advised on large web communications projects, liaising with external web design companies and business areas
- Developed the department's first web style manual in line with state government standards.

Details of previous roles are available on request.

# E Melanie Lever



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## Education

Bachelor of Arts, English/Communications

University of Queensland

## Skills

- strong HTML and CSS skills
- Javascript, jQuery, Bootstrap and XML (modifying and implementing)
- TeamSite, Wordpress, Sharepoint, SiteCore, Wix, Pattern and some quirky custom CMSes
- Google Analytics, Piwik, Urchin
- Adobe Creative Suite, Sketch
- Microsoft OneNote, Visio, Project and the Office suite
- Facebook, LinkedIn, Instagram, Foursquare, Twitter, Etsy, Pinterest
- Vision 6, MailChimp
- SurveyMonkey
- Jira, Confluence, HipChat, Notepad++, GitHub

## Referees

[Ms Catherine Stephens \(supervisor\)](#)

Team leader, Allied Health

Telephone 3328 9273 (work)

Email [catherine.stephens@health.qld.gov.au](mailto:catherine.stephens@health.qld.gov.au)

[Ms Jane Lanfranchi \(supervisor\)](#)

Project leader, Brisbane team, Bupa Australia

Telephone 3239 4808 (work)

Email [jane.lanfranchi@bupa.com.au](mailto:jane.lanfranchi@bupa.com.au)

# E Melanie Lever

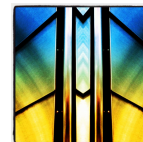


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## Web sites

Internet	Intranet
<p><b><a href="http://www.studiocontinuum.com">www.studiocontinuum.com</a> (2016-present)</b> Etsy shop: content writer/editor, web manager, social media marketing</p> <p><b><a href="http://www.emlever.com">www.emlever.com</a> (2015-present)</b> personal website: web designer, information architect, content writer/editor, web manager</p> <p><b><a href="http://www.easthillsouth.com">www.easthillsouth.com</a> (2013-15)</b> web developer, information architect, content writer/editor, web manager, social media marketing</p> <p><b><a href="http://www.workliveplay.qld.gov.au">www.workliveplay.qld.gov.au</a> (2007-12)</b> web manager</p> <p><b><a href="http://www.sd.qld.gov.au">www.sd.qld.gov.au</a> (and all subdomains 2006-07)</b> web manager</p> <p><b><a href="http://www.business.qld.gov.au">www.business.qld.gov.au</a> (2007)</b> restructure steering group</p> <p><b><a href="http://www.ethanol.qld.gov.au">www.ethanol.qld.gov.au</a> (2006)</b> web manager</p> <p><b><a href="http://www.export.qld.gov.au">www.export.qld.gov.au</a> (2006-7)</b> content writer and information architect</p> <p><b><a href="http://www.qiamea.qld.gov.au">www.qiamea.qld.gov.au</a> (2006-7)</b> restructure steering group, administrator, editor and liaison with outsourced designers</p> <p><b><a href="http://www.pawsofdoom.com">www.pawsofdoom.com</a> (2005-8)</b> owner, web manager</p> <p><b><a href="http://www.abodia.com.au">www.abodia.com.au</a> (2005-8)</b> owner, web manager</p>	<p><b>Queensland Health</b> Prevention Division sub site (2015): content writer/editor, web designer</p> <p><b>Queensland Health</b> Allied Health sub site (2015): content writer/editor, web designer</p> <p><b>Bupa SKM</b> "Know-it" (2013): content writer</p> <p>Department of <b>State Development</b> (with various name changes) "SmartSite" (2006-07): content writer/editor, web manager</p>

# E Melanie Lever: CV supplement



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## Prevention Division, Queensland Health intranet

The screenshot shows the homepage of the Prevention Division intranet. It features a navigation menu on the left with links to 'Top business links', 'Areas of need', 'BloodSafe eLearning', 'Business directory', 'Chief Health Officer Report', 'Health Protection Operational and Evaluation Toolkit', 'Diseases and Infection Prevention', 'Medicines Regulation and Quality', 'Notifiable Conditions System', and 'Rational Services'. The main content area includes a search bar, a 'Toolbox' with links to 'Tools for staff', 'Area of need', 'Business Continuity Plan', 'Credentialing committee', 'Departmental HR policies', 'External Client policies list', 'PARS forms', 'Staff directory', and 'Sharepoint'. A central section titled 'Prevention Division' describes the office's role in delivering policies and programs to improve the health of the Queensland population. Below this, there are four colored boxes representing different branches: 'Chief Medical Officer & Healthcare Regulation', 'Aeromedical Retrieval & Disaster Management', 'Preventive Health', and 'Communicable Diseases'. A 'Our campaigns' section at the bottom features a 'CLICK FOR GREEN RECIPES' campaign with the tagline 'Healthier. Happier.'

## Allied Health Division, Queensland Health intranet

The screenshot shows the homepage of the Allied Health Division intranet. It features a navigation menu at the top with links to 'Home', 'Organisational structure', 'Clinical', 'Policies', 'Staff support', 'Business support', 'Reference tools', 'Self-Service Centre', and 'QHN'. The main content area includes a search bar, a 'Search Allied Health' box, and a 'Latest eNewsletter' section. A 'Professions' sidebar lists various health professions such as Audiology, Dietetics and nutrition, Medical radiation professionals, Music therapy, Occupational therapy, Physiotherapy, Podiatry, Prosthetics and orthotics, Psychology, Social work, and Speech pathology. The main content area is divided into sections for 'Allied Health', 'Information groups', and 'Hot topics'. A 'Allied Health SHOWCASE' banner is visible at the bottom right. The footer includes a 'Allied Health intranet feedback' form and contact information for Allied Health, including a phone number (07) 3228 9298 and an email address (allied.health@qhealth.qld.gov.au).

Please see my personal website [www.emlever.com](http://www.emlever.com) for other examples of my writing and web design.