



Yasmin Dowling

Marketing & Communications Professional

CONTACT ME



0452 151 697



yasmindowling1@gmail.com



Linkedin.com/in/yasmin-dowling

STRENGTHS

Exceptional written communication — concise, audience-aware, and adaptable across formats (press, digital, UX, internal comms)

Calm, structured crisis communicator — able to translate complex or sensitive information into clear, reassuring updates

Stakeholder-savvy — builds trust quickly with technical teams, leadership, clients, and community groups

Analytical communicator — uses data, segmentation, and research to shape messaging that resonates

Human-centred storyteller — turns technical or abstract concepts into compelling narratives

Cross-cultural communicator — experience tailoring messaging across age, culture, and language groups



ABOUT ME

Marketing and communications professional with a First-Class Honours degree from University College London and four years' experience across marketing, product experience, business development, and client-facing roles. I combine the analytical depth of humanities research with hands-on marketing execution that drives measurable growth — from A/B-tested messaging and segmentation to UX writing and campaign optimisation.

Bilingual in Spanish (C1) and Japanese (B1). Recently relocated to Sydney and seeking a marketing, communications, or research role where clear writing, structured thinking, and customer insight matter.



EXPERIENCE

Production & Experience

YJC Solutions Ltd

Mar 2026 - Current

Lead the communication and user-experience layer of a complex fintech product, ensuring technical engineering concepts are translated into clear, accessible language for users and stakeholders.

Key Achievements & Responsibilities

- Own the communication layer of QFSIM, a commercial FIX acceptor simulator, ensuring complex engineering concepts are translated into clear, user-friendly language
- Lead UX writing, interface copy, user flows, and UAT to create intuitive, human-centred product experiences
- Shape the product's public voice across the website, documentation, and marketing surfaces, ensuring consistency and clarity

Marketing Assistant & Administration Officer

Complete Corporate Wellness

May 2026 - Current

Deliver targeted messaging, campaign communications, and audience-specific content that drives engagement, customer growth, and brand visibility across digital and in-person channels.

Key Achievements & Responsibilities

- Developed and tested communication scripts and AI-assisted messaging that increased the customer base **12% in one month**
- Created targeted messaging for segmented audiences (age, culture, location), improving engagement and conversion
- Produced copy for ads, email outreach, event collateral, and social media, lifting engagement **20% in one month**
- Coordinated cross-functional communication across events, influencers, vendors, and sales teams
- Supported wellness and brand-activation events with clear, consistent public-facing messaging

Yasmin Dowling

● Market Research & Business Development Intern — Strategic Communications

Centerprise, Inc. (US)

Mar 2026 - May 2026

Produced strategic communication materials, research summaries, and client-facing content that supported business development and strengthened the organisation's public positioning.

Key Achievements & Responsibilities

- Researched emerging financial instruments and tokenisation trends; distilled findings into concise strategy documents for leadership
- Created tailored pitch decks and client-facing materials that contributed directly to securing a new exchange engagement
- Produced clear, data-driven reports summarising BD activity and outcomes for senior stakeholders
- Developed promotional materials and staff profiles to support the organisation's public presence

● Office Coordinator — Internal & External Communications

Audley Group (UK)

Jun 2023 - Apr 2026

Managed internal and external communications for a large residential community, including crisis comms, resident engagement, event messaging, stakeholder liaison, and cross-team coordination. Ensured smooth daily operations while maintaining clear, consistent information flow across staff, residents, and external partners.

Key Achievements & Responsibilities

- Awarded 2025 People's Choice Employee of the Year for exceptional service and communication
- Led crisis communications during the South East Water supply incident, delivering timely, reassuring updates to residents and staff
- Planned and hosted community events, coordinating messaging, collateral, and stakeholder communication
- Facilitated team meetings, produced internal updates, and provided feedback to improve daily performance
- Created promotional materials, edited official documents, and produced video content for resident engagement
- Supported vulnerable residents with empathy and clarity, including those with dementia and physical disabilities
- Managed front-of-house communication, ensuring residents, visitors, and contractors received accurate, helpful information
- Coordinated schedules, appointments, and service providers, maintaining smooth operational communication between departments
- Maintained records, reports, and compliance documentation with a high level of accuracy and confidentiality
- Handled incoming enquiries (phone, email, in-person), resolving issues promptly and escalating sensitive matters appropriately
- Liaised with external vendors, healthcare professionals, and community partners to support events, services, and resident needs
- Ensured consistent brand tone and professionalism across all written and verbal communication

Yasmin Dowling



EDUCATION

• BA (Hons) Comparative Literature - First Class Honours

University College London - Graduated Apr 2025

Dean's List and Academic Achievement Award. Minors in Spanish and Japanese. Extensive training in research, critical analysis, and persuasive writing across multiple languages.

• Public Relations, Media Relations, Crisis Management (Coursera)

• Marketing, Communication & PR (Coursera)

• Content Development & Management (Coursera)

• Marketing Science & Analytics (Meta)



• Data Analytics & Statistics Foundations (Meta)



SKILLS

- **Communication & Writing:** Copywriting, editing, UX writing, public relations, crisis communication, internal comms, presentation
- **Marketing & Content:** Content creation, social media advertising, customer engagement, A/B testing, segmentation
- **Research & Analysis:** Academic & market research, data analysis, literature reviews, report writing
- **Operations:** Event planning, project & KPI planning, office administration, Microsoft Office (incl. Excel)



PROJECTS & WRITING

• Dissertation - "The Stigmatisation of Female 'Madness' in 20th-Century Literature" (2024 - 2025)

First-Class independent research project demonstrating long-form writing, structured argumentation, and synthesis of multilingual sources.



INTERESTS

- Writing, reading, gym, sport, continual self-education in politics, languages and the arts.



REFEREES

Available upon request