

AMRITHA ANIL

Marketing & Interactive Design Undergraduate

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PROFILE

Penultimate-year QUT student completing a dual Bachelor of Business (Marketing) and Bachelor of Interactive Design, with active industry experience as a Marketing Intern at JT Consulting. Skilled in content strategy, brand development, campaign planning, digital marketing, UX/UI design, and market analysis across multi-platform environments. Combines strategic marketing thinking with a human-centred design perspective to create compelling, data-informed brand experiences. Experienced in translating audience insights into actionable content and communications strategies across social media, email, and digital channels. Comfortable working across creative, analytical, and client-facing functions, with a track record of contributing to real-world campaigns in fast-paced, collaborative settings. Seeking a graduate role in marketing, business analysis, digital strategy, or design where both creative and commercial thinking are valued.

EXPERIENCE

Marketing Intern | JT Consulting

February 2026 – Present

West End, Brisbane | QUT WIL Placement

- Develop and execute content across Instagram, TikTok, YouTube, LinkedIn, and email for three interconnected brands: JT Consulting, a personal lifestyle brand, and Savour the Slow (luxury travel retreats in Italy and Greece).
- Conduct market research and competitor analysis to identify audience engagement opportunities and inform content strategy and campaign direction.
- Contribute to brand ideation sessions, bringing forward creative concepts aligned with each brand's tone, values, and audience.
- Support production through on-location filming, video editing, and asset creation using Adobe Creative Suite and Canva.
- Assist in planning and executing digital marketing initiatives for mentoring programs and international retreat campaigns, with exposure to SEO fundamentals and email marketing workflows.
- Collaborate directly with a senior industry professional to understand real-world brand development, strategic decision-making, and multi-platform content adaptation.

Shop Assistant | The Cheesecake Shop

June 2021 – August 2024

- Delivered consistent, high-quality customer service in a high-volume retail environment, building repeat customer relationships and maintaining brand standards.
- Managed inventory, stock replenishment, and display preparation, developing strong attention to detail and operational discipline.
- Trained and onboarded new team members, supporting staff performance and contributing to a cohesive team environment.
- Balanced this role alongside full-time study and a Certificate III in Business traineeship, demonstrating strong time management and adaptability.

Sales Assistant | Jay Jays (The Just Group)

2021 – 2022

- Consistently met and exceeded individual sales targets through confident product recommendations and attentive customer engagement.
- Implemented visual merchandising standards and maintained a well-organised sales floor, contributing to a positive in-store experience.
- Handled cash transactions and customer queries with accuracy and professionalism.

EDUCATION

Bachelor of Business – Marketing Major

2023 – 2026

Queensland University of Technology, Brisbane | Triple Internationally Accredited

- Built a broad foundation in business across accounting, economics, finance, and international business in Year 1, before specialising in marketing from Year 2 onwards, covering consumer behaviour, market research, and audience segmentation.

- Developed applied skills in digital marketing strategy, integrated marketing communications, SEO, SEM, CRM, e-marketing, brand storytelling, and social media marketing across both traditional and emerging channels.
- Completed a real-world marketing plan in a simulated strategic environment in Year 3, applying consumer insights, competitive analysis, and strategic decision-making to assess commercial outcomes.
- Engaged with industry professionals through guest lectures, workshops, and events run by the Australian Marketing Institute, building an understanding of how marketing strategy connects to broader business performance.

Bachelor of Interactive Design

2023 – 2026

Queensland University of Technology, Brisbane | Ranked #1 in Queensland for Art and Design (QS 2025)

- Undertook design studios focused on human-centred design, interaction design principles, experience design, service innovation, and design thinking, developing a structured approach to solving complex user and business problems.
- Applied UI/UX methodologies to real-world and industry briefs, prototyping and iterating on digital interfaces with a focus on usability, accessibility, and optimising the end-to-end user experience.
- Gained practical exposure to emerging practice areas including service design, augmented reality, and data visualisation, building adaptable capabilities relevant to digital product and experience roles.
- Developed a professional portfolio through project and studio-based assessment, with work presented at QUT Design Festival to industry professionals and the broader design community.

Queensland Certificate of Education (QCE)

2017 – 2022

Mansfield State High School, Brisbane

- Graduated with a competitive ATAR across mathematics, sciences, and humanities; active in student government, school clubs, and community events including volunteering at the school uniform shop.
- Developed analytical and critical thinking skills through a rigorous curriculum, building a solid foundation for university-level business and design study.
- Strengthened verbal and written communication through debate participation, group research projects, and collaborative assignments.
- Balanced academic responsibilities with extracurricular activities and part-time work, developing time management and organisational habits that carry through to professional environments.

CERTIFICATIONS & ACHIEVEMENTS

Certificate III in Business

Completed as part of a school-based traineeship while managing a full academic load, demonstrating discipline, initiative, and early professional development.

ECOMAN 2022 – CEO, First Place

Led a student business team as CEO in the ECOMAN competition, overseeing strategy, role allocation, and team coordination to secure first place.

Business Analyst Virtual Experience – MECCA (via Prosple)

Completed a virtual project focused on business analysis, UX design, and developing customer-centric solutions in a retail context.

Reckitt Virtual Experience – Air Wick Brand Strategy (via Prosple)

Applied brand strategy, market research, and consumer behaviour frameworks to a real-world product brief, presenting strategic marketing recommendations.

SKILLS

Marketing	Content strategy • Campaign planning • Brand development • SEO fundamentals • Social media management • Email marketing
Design & UX	Figma • Adobe Creative Suite (Ps, Ai, Pr, Ae) • Adobe XD • Canva • UI/UX design • Wireframing & prototyping
Analytics	Market research • Competitor analysis • Consumer behaviour analysis • Data-informed decision making
Tools	Microsoft Office 365 • Google Workspace • CRM fundamentals • Video editing (Premiere Pro)
Soft Skills	Stakeholder communication • Cross-functional collaboration • Creative ideation • Time management • Adaptability
Languages	English (fluent) • Malayalam (proficient)