



AYALA GOPNIK-MCMANUS

Digital Communications and Organising

ayalabagm@gmail.com

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39/69 Dorcas St., South Melbourne, 3205

PROFILE INFO

I am a creative digital communications and organizing professional looking to work with a values driven organisation. I have a diverse portfolio of work and a background working professionally in fundraising and member administration. I am experienced in static and video content creation, content planning and scheduling, journalistic and academic research, brand storytelling, and graphic design. I have years of experience with diverse communities in customer-facing roles, and a long history of human rights activism.

WEBSITE

<https://makingwithayala.com>

TECHNICAL SKILLS

- Microsoft Office
- Adobe Suite
- Video and Photo Editing
 - CapCut
 - Davinci Resolve
 - Canva (expert)
- CMS / Website Management
- Data Entry and Analytics
- Creative and Technical Copywriting
- CRM management
 - Salesforce



EDUCATION

2024	Bachelors of Arts, Social Media and Sociology
2026	Deakin University
	Graduated with Distinction Average
2015	Bachelor of Arts, Geography
2020	University of Toronto
	Completed to year 3; completed BA at Deakin



EXPERIENCE

2026	Monthly Donor Call-Outs Team Member
NOW	Australian Youth Climate Coalition • Placed outgoing calls at large volumes and promoted new opportunities for regular giving • Managed payment details and kept accurate records
2026	Social Media Coordinator (Volunteer)
NOW	Angelica Di-Camillo Election Campaign • Created and edited reels, shorts, stories, and static posts • Scheduled and maintained content calendars • Collaborated on campaign media strategy • Organised Volunteers • Captured organic media at volunteer events • Supported event organising and communications
2025	Social Media Intern
2025	Victorian Greens • Created and edited reels, shorts, stories, and static posts • Contributed to content planning and strategy • Co-ordinated with multiple stakeholders • Analysed competitor trends • Communicated policy to the public
2025	Social Media Intern
2025	Freelancing HUB • Lead content planning and strategy • Filmed and photographed clients for social media • Managed project deliverables • Used data analytics to inform our marketing strategy • Created multi-platform content calendars • Produced static and video content

REFERENCES

Angelica Di Camillo
Victoria State MP Candidate for Prahran
Phone: 0424 688 404
Email: angelica.dicamillo@vic.greens.org.au

Gabrielle Sandel
Victoria Greens Campaign Coordinator
Phone: 0466 642 824
Email: gab.sandel@vic.greens.org.au

Shehani De Mel
Deakin Freelancing Hub Manager
Email: shehani.dealwis@hotmail.com

SKILLS

- Project Management
- Administration
- Community Organising
- Content Scheduling
- Creative Leadership
- Collaborative Working
- Time Management
- Cultural Sensitivity
- Vulnerable Sectors
- Communication
- Critical Analysis
- Storytelling



EXPERIENCE

2024	Campaign Volunteer
2025	Australian Greens • Conducted persuasive calls and door knocks and engaged in policy discussions across different knowledge levels • Entered and catalogued data reports on voter disposition and attitudes • Coordinated volunteers and supplies on election day as booth captain
2022	Donor Administrator
2023	Asylum Seeker Resource Centre • Placed outgoing calls to over 100 donors daily • Set and achieved fundraising KPI's • Processed payment information and maintained accurate records in CRM Salesforce • Managed internal and external donor communications through email list-serves • Assisted in developing and executing donor upgrade campaigns, including drafting copy • Communicated organisation mission, values, and purpose to the wider public • Interfaced with culturally and linguistically diverse donors
2022	Media Assistant, Stage Manager, Performer
2022	Melbourne French Theatre • Promoted upcoming performances • Filmed rehearsals and backstage for organic socials • Sourced costumes and set pieces • Assisted in dramaturgical research • Performed in productions in French and English
2022	Research Assistant
2022	Iran-French Archaeological Project at Pasargadae • Analysed and sorted pottery sherds based on scientific guidelines • Followed guidelines to input data into Microsoft Excel • Managed Excel Spreadsheets
2022	Fundraiser
2022	Stratcom • Placed outgoing calls at large volumes and promoted new opportunities for charitable contributions • Managed complications with donors • Consistently outperformed fundraising targets • Ranked among top fundraisers • Managed data input for multiple CRMs