

Kara Fraser

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Date of Birth: 26.09.1983

Nationality: Australian / German

Address: Paviljoensgracht 80, 2512 BR Den Haag (temporary; currently seeking residence in Amsterdam)

Work experience:

June 2013 - Dec 2013: The Kennedys; a 7 month traineeship with Wieden + Kennedy Amsterdam.

As a member of a six strong creative team I was the sole copywriter within the group. We worked on a many diverse projects across a range of media including print, digital and film. These projects included activations for brands such as Nike and Heineken. We completed print and digital campaigns for Child Helpline International and Nuit Blanche Festival Amsterdam 2013. We created and re-invented brand identities and worked on many other internal and external projects. The Kennedys were often integrated as creative individuals into existing creative teams on larger projects within the agency.

2010 - current: Copywriter for 11am; advertising, photography and multi-media agency (part-time).

I continue to work regularly with 11am, mainly as a copywriter on in house projects and with several brands they represent. I have also worked with them on creative concepts and have assisted the art director on photo shoots.

2010 - current: Refrased; Freelance English content, copy, concepts and translations (mainly Dutch to English)

Refrased is my own business with which I have worked for a variety of brands and businesses on a diverse range of copy, concept and translation projects.

2011- 2013: Mentor for exchange students at WDKA (part-time).

2011 - 2013: English tutoring at WDKA (part-time).

April 2010 - July 2011: English teacher at ROC Mondriaan, MBO (tertiary) college, Den Haag The Netherlands. My responsibilities included:

- Creation and implementation of an English program using "Deviant, Good Practice English 2.0" text in combination with self created resources in order to teach students career specific English. All of my students were completing studies that will lead them into a career as a security guard, in the police or the Dutch Armed forces. Student's ages range from 16 to mature students. Class sizes also range from 10 - 30+ students.
- In this capacity I was also mentor to a group of 30 first year students. This role includes monitoring and mentoring students in the beginning phases of their new study pathway, including behaviour, liaising with other teachers, practical instructors and internship co-ordinators.

November 2009 - April 2010: Teaching assistant Koetsveld Special School Den Haag. My responsibilities included:

- Assisting teachers across different class levels.
- Preparing lessons and lesson materials.
- One on one with students who require more attention due to their learning and/or physical needs.
- Introductory English to a small group of older student aged 17 - 21.

March 2009: Moved to Rotterdam, The Netherlands.

January 2008: March 2009: Youth Support Co-ordinator with Intercept Youth and Family Services. The position was based in local High Schools focusing on students aged 14 - 18 years who were at risk of disengaging from education. The position was multifaceted and included:

- One on one counselling, family counselling, mediation, crisis counselling and practical support and mediation.
- Managing caseload and maintaining detailed case notes.
- Organising events; careers fair, school holiday program, tertiary education conference.
- Writing and facilitating group programs; Independent Student Program, Pregnant Student program, After School Study Program, Anger Management Program.
- Liaising between Intercept, various schools and community and government organisations.

February - September 2008: University Internship with Child and Youth Mental Health Service Maroochydore.

- Co-facilitating therapeutic groups with a strong focus on early intervention and coping skills
- Developing mental health awareness and knowledge of support mechanisms accessible to the children in their personal environments
- Assisted in writing a new program being developed by the SCKoping Network, to encourage SCKoping network clients to re-engage in the community. This process also included writing the funding submission, which was successful.

- Co-ordinating and restructuring the SCKoping Networks annual Camp (a 4 day therapeutic camp for 60 children aged 8 - 18 years) and creating a Leadership Camp program.
- 2006 - 2007:** Part-time Administrative assistant to the CEO at Always Interactive Graphic Design & Web Solutions.
- 2004 - 2008:** Part time conversational English instructor for exchange students at the University of the Sunshine coast (where I was also a student).
- 2003 - 2008:** I returned to Australia where I completed my AustSwim qualification and taught swimming classes at a variety of level and with all age groups from baby to adult throughout my university degree.
- 2000 - 2008:** Part time instructor with Surf Life Saving Australia's School based Surf Survival Community Development programs at local beaches (During summer terms only).
- Working with large or small groups of school aged children (both primary and high school)
 - Teaching fitness, surf skills, first aid and resuscitation at different skill levels.
- 2001:** After graduating highschool in 2001 I travelled around Europe for 2 years during which time I held a variety of jobs including full time nanny, waitressing, sales assistant, working in hostels.

Education

2010 - 2013: Bachelor of fine arts Willem de Kooning Academy Rotterdam.

July - August 2010: CELTA English teaching diploma. Completed at Akcent House, Prague, Czech Republic.

2008: Graduated Bachelor of Sociology and Community work with a double Counselling / Psychology major

2001: Graduated from Barrenjoey High School, Sydney.

1999: 6 Month exchange in Germany where I attended Henneff Gymnasuim (the local High School) I attended and passed all classes (all lessons were in German).

Extra Curricular University Activities

2007: Volunteer at the Student Health Counselling centre. Responsible for first contact, intake and advising students on their options related to the issue they were experiencing. Writing informative health related pamphlets.

2004 - 2007: Writer for "USCene" university magazine.

2006 - 2007: Member Students for humanity (social activist group)

2004 - 2006: Member environmental council USC.

2004 - 2006: Mentor for new and international, assisting students in settling in to University life and helping them to adapt to Australian culture.

2004 - 2005: Member of the University social club. Arranging social and fundraising events for students.

2007: Volunteer at the Student Health Counselling centre. Responsible for first contact, intake and advising students on their options related to the issue they were experiencing. Writing informative health related pamphlets.

Languages

English (native speaker)

Dutch (fluent)

German