

CONTACT

LIGHT ALASADY

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WORK EXPERIENCE

DIGITAL OFFICER, MENTAL HEALTH SERVICES

North Western Melbourne Primary Health Network, Melbourne / Apr 2025 - Present

- Led rebuild of clinical and intake operational manuals and templates, condensing content from 14,000 to 4,400 words to improve onboarding speed and consistency.
- Redesigned information hierarchy and built information architecture to reduce syncing issues and double handling, improving retrieval and day-to-day coordination for clinical and intake teams with detailed data tracking.
- Delivered training and development on digital workflows, streamlining internal communications through clearer channel use, standards, handover practices, and cross organisation workflows.

MARKETING & COMMUNICATIONS COORDINATOR

Rhythm & Cardiac Specialists, Australia / Apr 2019 - Present

- Planned and delivered multi-channel campaigns (Meta, Google Ads, Mailchimp, LinkedIn) supporting \$1.2 - \$1.4M annual revenue.
- Implemented SEO & CRM-driven reporting, increasing organic traffic 38% and improving referral pathways 32%.
- Produced digital/print assets and coordinated webinars/conferences to deepen stakeholder engagement.

DIGITAL DESIGNER

Victorian Naginata Federation, Melbourne / Jun 2025 - Feb 2026

- Commissioned to lead brand refresh and logo redesign, facilitated committee feedback rounds and delivered final logo suite, usage guidance, and handover assets.

EVENT DIRECTOR & PRODUCER

[HE]ART PULSE, Melbourne / Feb 2024 - Nov 2024

- Directed a multidisciplinary creative market event end-to-end (scope, timeline, venue/vendor coordination, and on-day operations) across 40+ stakeholders, with over 5,000 attendees and \$60,000 in revenue.
- Built and executed promotional strategy, generating 50,000+ digital interactions and 900+ new followers in under 3 months; produced post-event reporting and recommendations.

VOLUNTEER EXPERIENCE

Australian Naginata Federation / General Committee / Australia / 2025 - Present

- Committee member supporting national and international seminars; international communications; governance/legal documentation updates; promotional strategy; and review of guidelines and grading criteria.

SYN Media, Melbourne / Assistant Producer & Host / Jan 2026 – Present

- Co-produce weekly youth radio shows (Player One, The Hip Hop Show): run sheets, segment planning, timing, and on-air delivery.
- Research topics and prepare discussion notes; coordinate with producers/hosts to meet broadcast deadlines.

EDUCATION

BACHELOR OF DESIGN (DIGITAL MEDIA) WITH DISTINCTION (GPA 3.7 / 4.0)

RMIT University, Melbourne / Dec 2024

SKILLS

Producer & Delivery: Briefs, schedules/run sheets, stakeholder coordination, timelines, risk & issue tracking, reporting, continuous improvement, gantt charts, agile/waterfall workflows.

Tools: Adobe CC (Premiere Pro, After Effects, Photoshop, Illustrator), Canva, Figma, Microsoft 365, Google Workspace, Notion/Jira, SharePoint/Excel, WordPress, Mailchimp/HubSpot, GA4, HTML/CSS/JavaScript, Google Flow, GPT Models.