

# Thomas Fearon

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## Summary

Results-oriented communications professional with more than a decade of experience in journalism, strategic communications and marketing. Exceptional writing, editing and multimedia skills. Proven track record of managing high-performing teams, delivering complex and competing projects on time and on budget.

## Core competencies

- Strategic planning
- Media relations
- Writing
- Editing
- Project management
- Publications
- Photography
- Videography
- Podcasting
- EDMs
- Web governance
- Social media

## Experience

### **Australian Capital Territory Government**

#### ***Assistant Director, Media***

**2024 -**

- Manage and implement media and issues management plans across diverse Justice and Community Safety initiatives.
- Lead the production of media releases, talking points, media plans, reports and digital content for Ministerial Services Unit.
- Provide expert media advice and overseeing the timely management of media enquiries.

### **The Australian National University (ANU) College of Law**

#### ***Manager, Marketing and Communications***

**2020 - 2024**

- Led a team of five staff (ANU Officers levels 5-8), providing personalised coaching and mentoring to foster their professional development.
- Maintained high-level relationships with internal and external stakeholders including Judges, Ministers, Deans, and Vice Chancellor and Chancellor's Offices.
- Designed and implemented the College's content strategy to maximise engagement in research outputs and student experience, resulting in double-digit growth across each social media platform year-on-year (2019-23).
- Planned and executed digital campaigns to grow enrolments in postgraduate degree programs, achieving a 20% increase in the Master of Laws program.
- Astute event management skills, derived from planning and delivering more than 100 events annually including book launches, conferences, public seminars and webinars.
- Proven track record of strategically managing media relations, consistently garnering positive coverage and enhancing the College's public image.

#### ***Deputy Manager, Marketing and Communications***

**2019 - 2020**

- Planned and coordinated events and content to celebrate the College's 60th anniversary.
- Launched a weekly internal newsletter highlighting staff achievements and research news, achieving an average open rate of 71%; grew external mailing list to promote College events and news from 3,200 (2019) to 11,500 (2023).
- Managed media requests for expert commentary and pitched self-generated stories to media, resulting in positive coverage about expert teaching, research impact and student/alumni success.
- Successfully launched a new College website on Drupal 9 as part of a complex technical project involving reconfiguration of content types, page layouts, user permissions and web governance.
- Developed a SharePoint-based intranet to optimise on-boarding of new staff and automate common requests to service teams through webforms to increase efficiency.

### **ANU College of Asia and the Pacific**

#### ***Marketing and Communications Coordinator***

**2017 - 2019**

- Designed and implemented marketing and outreach strategies to support student recruitment across 16 Asian and Pacific languages, supporting a successful business case for a \$11.6 million funding boost from ANU for language programs.
- Coordinated advertising, publications (print and digital), social media and website content, and sponsorship of key events (Canberra Moon Festival, National Multicultural Festival, SBS National Languages Competition 2017-2018) to build brand awareness and enrolments.

## **International School of Beijing**

### ***Communications Specialist***

**2014 - 2017**

- Developed communications strategies to support and showcase the implementation of the School's strategic plan.
- Writing and editing School-wide messages and publications, including a quarterly e-magazine, monthly alumni e-newsletter and weekly e-newsletter for staff and families.
- Managed media relations and leveraged network to generate positive coverage in domestic and international media, from state-run media outlets to *The New York Times* and CNN.

## **Global Times**

### ***Senior Copyeditor***

**2011 - 2014**

- News and features editor for Metro Beijing, a daily lift-out in the *Global Times*.
- Editor of the newspaper's weekend edition, responsible for international news and op-ed pages.
- Wrote headlines, edited stories, assisted in newspaper design and mentored Chinese journalists.
- Contributed more than 100 self-written stories and op-eds.

## **China Central Television (CCTV)**

### ***Copyeditor***

**2009 - 2011**

- Reviewed scripts translated from Chinese for accuracy, style, balance and conformity.
- Provided voiceovers and edited copy to ensure scripts reflected Western news values.
- Mentored young Chinese journalists on enunciation and newswriting.

## **Education**

### **Deakin University**

**2017**

#### ***Master of Communication***

- First-class Honours (GPA 6.9).
- Research thesis: '[The dichotomy of China Global Television Network's news coverage: A 'watchdog' or 'guard dog' of the party-state?](#)' (Published in *Pacific Journalism Review* 25 (1-2) 2019).

### **Charles Sturt University**

**2007**

#### ***Bachelor of Arts (Communication-Journalism)***

- Editor of *Interpellator* (student newspaper).
- Semester at the University of Kentucky School of Journalism and Media (2006).

## **Languages**

- **English:** Native.
- **Chinese (Mandarin):** Full professional proficiency.

## **Awards and accreditations**

- **Strategic Marketing Planning:** University of Sydney CCE (2022).
- **Web Writing with SEO:** University of Sydney CCE (2021).
- **Professional Staff Award for Leadership:** ANU College of Law (2020).

## **Technical skills**

- **Adobe CC:** Premiere Pro, Lightroom, Photoshop, InDesign, Audition (advanced); AfterEffects (proficient).
- **CMS:** Drupal (advanced); Wordpress (proficient).
- **Graphic design:** Canva, Microsoft Designer (advanced).
- **EDM:** Mailchimp, Outfit (advanced).
- **Google:** Adwords, Analytics (advanced).
- **Microsoft:** Word, OneDrive, Outlook, PowerPoint, Excel, Sharepoint, Teams (advanced).

## **References**

Available on request.