

## Communication and Digital Media Showcase



Time	
6.00pm	<b>Guest Arrival / Networking Opportunity + Light Refreshments</b>
6.15pm	<p><b>Welcome</b></p> <p>Professor Derek Carson Executive Dean Faculty of Society &amp; Design</p> <p>Dr Marilyn Mitchell Discipline Lead (Communication, Public Relations, Journalism, and Multimedia) Assistant Professor (Communication) Faculty of Society &amp; Design</p> <p><b>Master of Ceremonies</b></p> <p>Dr James Birt Associate Dean (External Engagement) Associate Professor (Digital Media) Faculty of Society &amp; Design</p>
6.30pm	<p><b>Welcome our Alumni Panel</b></p> <p><b>Soleil Ritchie</b> Social Responsibility Coordinator <i>Bond Alumna</i> Princess Polly – Retail Group</p> <p><b>Kimberley Bernard</b> News Reporter &amp; Journalist <i>Bond Alumna</i> Australian Broadcasting Corporation (ABC)</p> <p><b>Matias Salinas</b> Head of Marketing &amp; Partnerships <i>Bond Alumnus</i> Little Phil – Social Impact Platform</p> <p><b>Sean Tobin</b> Senior Public Relations Director <i>Bond Alumnus</i> Co-Founder &amp; Director   Exclusive Insight Director   Gary Ablett Jnr Charity Foundation</p> <p><b>Panel Discussion and Q&amp;A</b></p>
7.05pm	<b>Networking Opportunity + Light Refreshments + View Student Work</b>
8.30pm	<b>Event Concludes</b>



## Faculty of Society & Design Communication and Digital Media Showcase Wednesday, 10 August 2022



# Welcome our Alumni Panel



## Sean Tobin

Senior Public Relations Director  
Co-Founder & Director | Exclusive Insight  
Director | Gary Ablett Jnr Charity Foundation

Specialisation: Public Relations & Social Media  
Bachelor of Communication (Business)  
Bond University Alumnus 2012



Sean Tobin is a senior public relations director with an eye for targeted media strategy, social media, and sport. Sean knows what it takes to have your business seen, heard, and remembered for all the right reasons. Sean is the director of Exclusive Insight, an Australian media and events network, which he co-founded alongside AFL champion Gary Ablett Jnr. Exclusive Insight has collaborated with over 300 of Australia's most prominent sportspeople. Sean is also a director of The Gary Ablett Foundation, an ACNC-registered charity, funding international aid projects for children around the world. The foundation works closely with leading international aid partners including World Vision Australia. Sean majored in Public Relations and Marketing and forged a business relationship with Gary Ablett while working as the Media Relations & Communications Coordinator at the Gold Coast Suns AFL Club.



## Matias Salinas

Head of Marketing & Partnerships  
Little Phil | Social Impact Platform  
Specialisation: Digital Media, Advertising & Marketing  
Bachelor of Interactive Media & Design  
Bond University Alumnus 2014



Brand builder, passionate problem solver and tech-savvy marketer. After a successful digital marketing and e-commerce career in Melbourne, Matias returned to the Gold Coast as the Head of Marketing & Partnerships for the software company and social enterprise, Little Phil. The all-in-one social impact platform for donors, non-profits, companies, brands and beyond. In his role, Matias talks with industry leaders in the social impact space, collaborates with purpose led organisations and not-for-profits, works on new and exciting product features & updates (most recent was a new app for Shopify!) or produces content for marketing (think blogs, podcasts, videos, social media, emails etc.).



## Kimberley Bernard

News Reporter/Journalist  
Australian Broadcasting Corporation (ABC)

Specialisation: Journalism & Creative Writing  
Bachelor of Communication  
Bond University Alumna 2020



Kimberley Bernard is a multi-platform news reporter from the Gold Coast, with special interests in social issues and the environment. She came to the ABC in 2020, after leaving her long-term finance career. Kimberley also enjoys travel, lifestyle, and documentary storytelling. Her passions lie in being the voice for those who need a communicator, for those who are seeking information, and for those looking to be inspired. Stories help us understand each other and the world, connect us, and inspire change. During her time at Bond University, Kimberley was Valedictorian, a New Colombo Plan Scholar, and recipient of the John Hardy Achievement Medal; an award which recognises the student with the highest academic achievement in the Faculty of Society & Design. Kim says she would "love to come back to Bond to do a masters or PhD. I know I am not done with academia just yet, there's still something in me that is hungry to learn more."



## Soleil Ritchie

Social Responsibility Coordinator  
Princess Polly

Specialisation: Public Relations,  
Advertising & Corporate Communication  
Bachelor of Communication  
Bond University Alumna 2019

PRINCESS POLLY

Soleil Ritchie's industry experience spans from interning at Ruby Communications to becoming a PR Account Executive for Wings Public Relations. Over the last two years, Soleil has worked in sustainability and was promoted to Social Responsibility Coordinator at Princess Polly - One of Australia's most successful online fashion boutiques. In her role, Soleil assisted in writing policies and guidelines, including Princess Polly's first ever Modern Slavery Report. Her scope of work is focused on ethical sourcing through reviewing and onboarding new suppliers and factories to providing educational resources and channels to factory workers. Soleil also supports the Sustainably Made range through managing certification compliance to ensure materials and products are accurately certified.