



**BENET HITCHCOCK**

CURRICULUM VITAE



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4/43 Brougham Street, North Melbourne  
VIC 3051, Australia  
benet@hitchcock.net.nz  
0406 876 314

### WHO

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I think and dream digital. I have been in independent FM radio for over twelve years and a solid five online. I am forward thinking, have an open source attitude to life and believe that a healthy team environment leads to a creative one.

### EDUCATION

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Diploma in Web Development  
Natcoll  
Christchurch, New Zealand  
2010

Diploma in Audio Engineering  
MAINZ  
Christchurch, New Zealand  
2006

Diploma in Commercial Radio  
NZ Radio Training School  
Wellington, New Zealand  
1999

### OVERVIEW

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I love problem solving and am able to communicate with a wide range of people. I am an intelligent hard working employee, quick to learn and adapt to a wide variety of work environments.

I have actioned the belief that excellent customer service and a high quality product is promotion in itself. My CV shows that I

- Have proficient web design skills
- Have expert knowledge of social media
- Practice high customer service and product standards
- Am an innovative project and event manager
- Demonstrate ability to problem solve and improve systems
- Am experienced in the not-for-profit sector

### SKILLS

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#### Proficient web development skills

- Built web sites from scratch utilising HTML5, CSS3, jQuery/JavaScript
- Designed, installed, skinned and maintained a site using Wordpress
- Websites: StarlifterRadio.com  
SoundFood.co.nz  
Ravenlongboards.com.au

#### Expert knowledge of web technology and social media

- Member of 'Online Music Promotion' panel at Chartfest 2009 & 2010, a New Zealand music industry event
- Researched and wrote document on new media and contemporary web site design to facilitate redesign of the RDU station web site
- Self taught in the realm of internet radio broadcast and established online station, Starlifter Radio



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### TOOLS

Skill	Out of 10
Audio Streaming	10
Podcasting	10
Graphic Design	8
HTML5	9
XHTML	9
CSS	8
Javascript / jQuery	7
Audio Editing	9.5
Copy Writing	8
Team Management	8
<i>Software</i>	
Dreamweaver	8.5
Photoshop	8
Audition	10
Ableton Live	7
Audacity	7
SHOUTcast	9

### SKILLS

#### Practiced high customer service and product standards

- Proactively met listener and clients' expectations as evidenced by receiving the 2010 RDU 98.5 FM Outstanding Contribution Award
- Have work experience in corporate, not-for-profit, volunteer, entertainment and public sector
- Resolved customer problems and disputes

#### Demonstrated ability to problem solve and improve systems

As Programme Director at RDU 98.5 FM:

- Implemented new music submission system to improve accountability to artists, labels and distributors
- Initiated monthly reporting to facilitate inter-department communication
- Changed music submission from a physical to digital format to streamline process and improve efficiency

#### Innovative project and event manager

- Six years music event promotion and management
  - 20+ events, with 200 – 800 in attendance
  - Co-ordinated creative talent on time and budget utilising print, web and social media
- RDU website redesign research project
  - Delivered project on time
  - Success of project lead to promotion within station
- 'This is NOT the Christchurch sound - Vol.1'
  - Local music compilation of twelve artists
  - Managed promotion, release and launch party
  - Concept so successful the station ran two more releases

#### Experienced in the not-for-profit sector

- Recruited, trained and managed team of over 150 volunteer staff
- Founding member of innovative youth development charitable trust
- Mentored 13-25 year olds to pursue creative and community endeavours



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### REFEREES

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#### Professional

Jo Burrows  
Red Edge Solutions  
Funding & Marketing Consultant  
Ascot Vale, Melbourne  
0403 326 993

Chelsea Wilson  
Music & Interviews Coordinator  
PBS 106.7 FM  
Collingwood, Melbourne  
03 8415 1067

James Meharry  
Station Director, RDU 98.5 FM  
Christchurch, New Zealand  
+6421 795 669

#### Character

Justin Cole  
School Teacher  
Caulfield South Primary School  
0488 330 709

### EMPLOYMENT HISTORY

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#### Web Designer

Starlifter Digital, Jun 06 - Present  
Websites: StarlifterRadio.com  
SoundFood.co.nz  
Ravenlongboards.com.au  
StarlifterMedia.com

- Built web sites from scratch utilising HTML5, CSS3, jQuery/JavaScript
- Designed, installed, skinned and maintained a site using Wordpress
- Excellent attention to detail to enable code to be written

#### Digital Broadcast Director

Starlifter Radio, Sep 09 - Present  
Red Bull Live Sessions [Christchurch], Jan 04 - Feb 10  
RDU 98.5 FM, Jan 03 - Feb 10

- Broadcast live musical acts from around Australia and New Zealand via FM and online
- Presented broadcast and interviewed acts
- Utilised advanced problem solving skills to facilitate complex high pressure live radio broadcasts
- Self taught Internet radio broadcast skills
- Runs online station, Starlifter Radio, which broadcasts twenty-four hours a day, seven days a week.

#### Programme Director

RDU 98.5 FM, Feb 08 - Feb 10  
92.3 The Most FM, Jun 00 - Feb 01

- Liaised with external parties i.e. Broadcasting Standards, record companies etc
- Trained, mentored and coordinated more than 150 show hosts and volunteers
- Scheduled and managed shows



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### EMPLOYMENT HISTORY

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#### **Customer Services Representative**

Service Stream, July 07 - Dec 07

Clients: Optus & AAPT

- Inbound call centre operator, liaised between customers and field technicians
- Regularly resolved customer problems and disputes regarding appointments
- Sole operator for the last two hours of the shift

#### **Commercial System Administrator**

RDU 98.5 FM, Jan 07 - Jun 07

- Coordinated and followed up account managers on contract and client approvals
- Entered contracts into the system
- Scheduled advertisements
- Printed reports on sales data

#### **Production Director**

RDU 98.5 FM, Feb 03 - Feb 06

Starlifter Radio, Sep 09 - Present

- Recorded, edited and produced audio to a professional on-air standard
- Made editorial decisions on content and researched a wide range of interview subjects
- Interviewed in person, on the phone, live on-air and pre-recorded
- Directed on-air talent and studio guests
- Interviews include: Steve Coogan, Dandy Warhols, The Presets and Sub Pop to name a few.

#### **PBS 106.7 FM (Melbourne)**

Music Department Assistant

Casual Work

June 11 - Oct 11

#### **National Stoke Foundation (Melbourne)**

Data Entry

Casual Work

Aug 11 - Present



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### EMPLOYMENT HISTORY

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#### **Staging Connections**

AV Technician

Feb 11 - Aug 11

#### **Webletier (Christchurch)**

Web Designer

Full-time work prior to move to Melbourne

Nov 10 - Jan 11

#### **RDU 98.5 FM (Christchurch)**

Programme and Music Director

Drive Show Host

Commercial System Administrator

Digital Broadcast Director

Production Director

Feb 08 - Feb 10

Feb 08 - Feb 10

Jan 07 - Jun 07

Feb 03 - Feb 10

Feb 03 - Feb 06

#### **Starlifter Radio**

Web Designer

Station and Programme Director

Sep 08 - Present

Sep 08 - Present

#### **Service Stream (Melbourne)**

Optus Customer Services Representative

July 07 - Dec 07

#### **99.4 FM Radio Control**

Production Director

Nov 01 – Feb 03

#### **92.3 The Most FM**

Programme Director

Drive Host

Jul 01 – Nov 01

Jan 00 - Jun 00