

CONTACT

Gold Coast, QLD

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EXPERTISE

- Brand Strategy
- Consumer Research
- Campaign Development
- Content Creation
- Social Media Marketing
- Brand Communication

EDUCATION

BACHELOR OF BUSINESS (MARKETING)

Bond University, Gold Coast
Jan 2024 – Dec 2026

TOOLS

- Canva
- Lightroom
- Premiere Pro
- Qualtrics
- SPSS
- Microsoft 365

LANGUAGES

- English – Fluent
- Norwegian – Native

JULIE HOLLUND TJERNSMO

MARKETING GRADUATE · BRAND STRATEGY & CONTENT

Brand-focused marketing graduate who turns consumer insight into clear strategy and content. Graduating from Bond University in December 2026 and looking for an entry-level brand or marketing role.

SELECTED PROJECTS

HISMILE: PROVE IT • HIGH DISTINCTION (85.6/100)

IMC audit and campaign concept (group)

- Audited HiSmile's influencer-led communication and developed "Prove It", a 12-week TikTok and Instagram campaign built on independent evidence.

STUDENTS UNDER PRESSURE • DISTINCTION (83.75/100)

Qualitative research report • Market Research (group)

- Explored how cost-of-living pressure shapes students' spending through one focus group and 4 interviews.

QINGDAO INTERNATIONAL BEER FESTIVAL • DISTINCTION (83/100)

Strategic analysis report

- Used VRIO and stakeholder mapping to show how a 6.2-million-visitor festival could turn local heritage into strategy.

CAN JAGUAR REINVENT LUXURY? • DISTINCTION (84/100)

TED-style talk • Market Research

- Defined the research problem behind Jaguar's electric relaunch in Australia.

FINDING HOME • HIGH DISTINCTION (86.75/100)

Content portfolio · Foundations of Content Creation

- Created a photography, podcast and short-film series about moving from Norway to Australia.

EXPERIENCE

SALES ASSISTANT – CHRISTMAS CASUAL • OCT – DEC 2025

David Jones, Pacific Fair, Gold Coast, QLD

- Supported visual merchandising and store presentation during peak trade.
- Advised customers and saw first-hand what drives purchase decisions.

SALES ASSISTANT – CHRISTMAS CASUAL • OCT – DEC 2025

Under Armour, Pacific Fair, Gold Coast, QLD

- Gave customers in-depth product knowledge and turned questions into recommendations.
- Kept the store on-brand in presentation and service.