



TATIANA PENTES

COMMUNICATIONS • PUBLICATIONS •
DIGITAL MEDIA • ARTS & CULTURE

Award-winning communications specialist, editor, digital producer, journalist, researcher and creative practitioner.

CONTACT

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PROFILE

Strategic and creative communications leader with more than 25 years of experience spanning government, media, arts, culture, publishing and not-for-profit organisations. I combine journalistic rigour with digital strategy, editorial leadership and cultural insight.

My work covers publication management, brand storytelling, media relations, campaigns, social media, websites, analytics and stakeholder engagement. A published author and internationally exhibited digital artist, I translate complex ideas into clear, compelling stories that build trust, participation and organisational impact.

SIGNATURE VALUE

Editorial intelligence + digital fluency + cultural insight. I lead strategy, create high-quality content and deliver integrated work from concept to publication.

CAREER SNAPSHOT

25+
YEARS

communications, media
and the arts

40+
ORGANISATIONS

government, media, arts
and not-for-profit

DCA
DOCTORATE

Communications (Digital Media)
University of Technology Sydney

AUTHOR
PUBLISHED

books, journal articles
and creative works

Available for senior communications, editorial, publishing, digital strategy and arts/cultural leadership roles.



EXECUTIVE PROFILE

Strategic communications, publishing, digital media and creative leadership

I am a strategic and creative communications leader with a distinctive record of delivering high-impact editorial, digital and marketing programs for government agencies, national media, cultural institutions and purpose-led organisations. My approach is audience-centred, evidence-informed and grounded in excellent writing, editorial judgement and visual storytelling.

I have led multidisciplinary teams, managed complex publication and campaign pipelines, advised executives, built stakeholder relationships and delivered communications in politically sensitive, fast-moving and high-scrutiny environments. My Doctor of Creative Arts in Communications (Digital Media) supports a career-long focus on emerging media, culture, ethics and innovation.

CORE EXPERTISE

- Editorial strategy
- Publication production
- Copywriting and editing
- Proofreading
- Digital publishing
- Content design
- Storytelling
- Brand and campaign strategy
- Media relations
- Stakeholder engagement
- Social media strategy
- Digital marketing
- Email marketing
- Arts and festival communications
- Project management
- Team leadership
- UX writing and design
- SEO and analytics
- Government communications
- Journalism
- Creative direction

CAREER HIGHLIGHTS

WINNER

AWARDS

AIMIA, ATOM, ACS and W3

JUROR

AIMIA

Awards juror, 2015-2019

COLLECTED

WORK

ACMI, BnF, Powerhouse, AFTRS

FINALIST

2026

Burwood Art Prize

SELECTED IMPACT

30%

MUSICA VIVA

Website visits increased in the first three months after relaunch.

20%

NUTRIMETICS

Facebook community growth in the first two months of new initiatives.

4M+

MISSION AUSTRALIA

Views generated by integrated campaign video content.

30%

PARRAMATTA

Quality Assurance improvement; Digital Certainty Index rose 10%.

LEADERSHIP APPROACH

Collaborative, calm and delivery-focused. I create clear structures, make sound editorial decisions, mentor specialists and maintain quality under pressure - while keeping audience needs, organisational reputation and measurable outcomes at the centre.



SELECTED EXPERIENCE

Recent senior roles across local government, media, environment, journalism and international trade

Bayside Council

Sep 2025 - Present

Lead Digital Communications & Media

Leads digital communications, brand management and media strategy for a large metropolitan council, producing accessible, audience-focused content across corporate, community and campaign channels.

- Develops integrated communications strategies across digital, social, print and media channels.
- Leads website, e-newsletter, media release, campaign and social content production.
- Strengthens community engagement through data-informed storytelling and clear public information.

Daily Mail Australia

Mar 2025 - Sep 2025

Senior Media Producer

Curated and produced fast-paced editorial content for a global digital newsroom and social media audience.

- Developed daily content priorities and executed high-volume social publishing.
- Managed community engagement and analysed platform performance data.
- Collaborated with newsroom teams to identify, package and publish trending stories.

Landcare Australia

Jun 2024 - Mar 2025

Digital Communications & Marketing Manager

Led digital strategy and marketing to expand audience reach, strengthen brand visibility and support government, philanthropic and corporate partnerships.

- Implemented integrated campaigns across web, email and social media.
- Managed content strategy, analytics, performance reporting and digital team delivery.
- Built engagement through environmental storytelling and community-centred content.

NSW Environment Protection Authority

Dec 2022 - Apr 2023

Senior Media Officer - Digital & Social

Managed digital and social communications for a high-profile regulator operating in a politically sensitive and rapidly changing issues environment.

- Developed digital channel strategy and championed the EPA social voice.
- Created content supporting corporate priorities, community information and reputation.
- Monitored emerging issues, platform risks and performance insights.

The Walkley Foundation for Journalism (MEAA)

Jul 2023 - Jan 2024

Project Manager - Communications, Marketing & Engagement

Managed communications and multimedia production for the national State Media Awards program.

- Produced awards publications, presentations and digital content.
- Coordinated judging panels, journalists, editors and event partners.
- Delivered campaigns celebrating excellence and public-interest journalism.

British High Commission / Consulate-General

Apr 2023 - Jul 2023

Senior Manager, Marketing & Social Media

Developed marketing and social media for UK Government trade and investment activity across Australia and New Zealand.

- Created channel strategy, content calendars and campaign governance.
- Managed events, stakeholders, digital reporting and executive video content.
- Delivered campaigns for London Tech Week and the UK Innovation Incubator.

University of Technology Sydney

1999 - 2024

Lecturer | Multimedia Director | Designer

Taught communications and digital media, supervised postgraduate creative production and designed internationally published research projects.

- Lectured in online documentary, new media, multimodality and sound.
- Creative director/designer for The Menorah of Fang Bang Lu and Multicultural Arc.
- Worked with academic, museum and cultural partners on interactive publications and exhibitions.

NSW Electoral Commission

Jun 2022 - Dec 2022

Senior Digital Producer

Produced and governed digital content supporting more than five million electors, political stakeholders and election operations across NSW.

- Managed accessible web content, compliance and continuous UX improvements.
- Produced analytics reporting for senior election governance groups.
- Contributed to web, data and automation upgrade initiatives.



CAREER HISTORY, EDUCATION & RECOGNITION

A condensed record of senior appointments, qualifications, awards, publications and collections

EARLIER APPOINTMENTS

2022	City of Parramatta Council Digital Marketing Producer - Riverside Theatres	2019	Infrastructure NSW Marketing & Communications Consultant
2021-22	Accenture Interactive Local Engagement Manager - Digital, ANZ	2019	NSW Department of Finance, Services & Innovation Communications Specialist
2021	NSW Department of Planning, Industry & Environment Senior Communications Advisor	2018-19	Australian Computer Society Digital Communications & Marketing Lead
2020-21	Aged Care Quality and Safety Commission Digital Communications Manager	2017-18	Settlement Services International Digital Communications Lead
2020	National Trust of Australia (NSW) Marketing & Communications Manager	2017	Blackmores Institute Digital Editor / Project Manager
2019-20	Fuji Xerox Australia Digital Communications Specialist	2016-17	Cancer Australia Acting Lead, Digital Communications
2019	Melanoma Institute Australia Acting Digital Communications Manager	2015-16	iSentia / Adcorp Digital Producer / Project Manager
		2012-14	Nutrimetics, Sydney Film Festival, Australian Geographic Digital and online management roles
		2009-11	Musica Viva Australia / dLux Media Arts Online Manager / Digital Art Director

EDUCATION

Doctor of Creative Arts
Communications (Digital Media), UTS, 2006 -
Recommendation 1

Master of Letters
Fine Arts, University of Sydney, 1999 - Merit

Master of Art
Media Arts, UNSW College of Fine Arts, 1994 -
Distinction

Bachelor of Arts
Film Studies, Semiotics, Philosophy and Fine Arts,
University of Sydney, 1992

Certificate IV
Training & Assessment, Southern Cross, 2009

AWARDS & HONOURS

- 2026 Finalist, Burwood Art Prize - This Night of Love
- 2024 Media Innovator Award, Innovation in Business
- 2022 Highly Commended, Burwood Art Prize
- 2018 ACS Marketing Team Award
- 2015-16 W3 Silver Awards - integrated campaigns
- 2000 AIMIA and ATOM Awards - Strange Cities
- 2015-19 Juror, AIMIA Awards

PUBLICATIONS & CREATIVE WORK

- 2026 This Night of Love: Self-Portrait with Monsieur Serge
- 2023 Multicultural Arc - publication design
- 2016 "blackBOX V3" in Roots Reloaded
- 2009 BLACK BOX and CRUEL BEAUTY
- 2005 "blackBOX" - Journal of Australian Studies
- 2000 Strange Cities - interactive documentary

SELECTED COLLECTIONS & PROFESSIONAL AFFILIATIONS

Collections: Australian Centre for the Moving Image; Bibliothèque nationale de France; Powerhouse Museum; Australian Film Television and Radio School; Screen Australia / National Film and Sound Archive; Experimenta; Australian National Maritime Museum; RMIT; UCLA and University of Hawaii.

Affiliations: Digital & Technology Collective / AIMIA; Australian Network for Art & Technology; Australian Writers' Guild professional training. Referees available on request.