

Jocelyn Hannasmith

Communications Strategist



"I approach life with deep curiosity; I get kick out of seeking, creating, and sharing wonder in all its forms."

Expertise:

- Public Relations
- Communications and Engagement
- Integrated Marketing Communications
- Copywriting
- Copy Editing
- Brand Development
- Creative Concept Development
- Market Research
- Content Marketing
- Illustration

Qualifications:

Master of Business – Public Relations (QUT)

Bachelor of Creative Industries - Interdisciplinary (QUT)

Jocelyn is a true communications chameleon, sharing a love and curiosity for people, words and stories of every kind with Performance Frontiers' team and clients.

Her days are spent engaging with our people, researching, developing content, creative concepts and copywriting and editing. As Editor and Key Contributor of PF's social media and Insights platform, Jocelyn keeps her finger on the pulse of conversations happening in our areas of expertise and she is constantly looking for the next insight to share with our team and clients.

With a Master of Public Relations and an undergrad in Creative Industries, Jocelyn has a deep understanding of the transformative effect that strategic communication and arts-based practice can have in business. Add to this a dash of illustration prowess, a sprinkling of design know-how, and healthy splash of branding cred, and you have yourself the recipe for one more creative catalyst to add to the PF team.