

HOLLY DALTON:

00:09:53:24 - 00:10:15:01

Speaker 2

I think that Swinburne has been that is good because it caters to so many different people and so many different things. It's very diverse, culturally diverse.

Holly Dalton graduated from Swinburne last year.

But says she'll never forget the care and support she received throughout her degree.

00:06:42:15 - 00:07:07:12

Speaker 2

that's kind of how I got into the media industry. But also I think that kind of spark your passion as well for particular subjects like I knew that I was really interested in like how to sell to a consumer through social media. Like just going through social media all day, every day to me.

Since finishing, she's been busy.

You may recognize her from her time on Gogglebox with her family...

She now works for a media company in their sales team in Melbourne.

And says everything she learnt at Swinburne, comes in handy every day.

00:12:35:19 - 00:13:02:20

Speaker 2

I felt as though everyone was I felt as though the lecturers really were passionate about what they were teaching. I really wanted everyone to thrive, I felt and so class I was there, like lecturers would vary and I wanted to get to know you and wanted to understand you as a person and also understand where you want to go in life.

SHOTLIST:

00:00:00:03 - 00:00:05:24

Speaker 1

All right, ladies. Here we go. All right. All right. I need you to say no. For example.

00:00:06:21 - 00:00:07:19

Speaker 2

Holly Dalton.

00:00:08:14 - 00:00:13:02

Speaker 1

Me? All right, now tell me, what was the degree that you did as Linda?

00:00:13:05 - 00:00:26:01

Speaker 2

I did a media and communications degree. Do I need to take that to the bank? Start again. I did a Bachelor of Media and Communications, a double major of advertising and PR.

00:00:26:09 - 00:00:30:06

Speaker 1

And how long did it take you and what you what you got from that degree?

00:00:30:09 - 00:00:53:13

Speaker 2

Sorry, it took me four years. I learned a bit of PR how the agency works. I read advertising like consumers, how to advertise for the correct consumer. And then media columns like the all round everything about media, how it works, how to market to it. So, yeah.

00:00:53:24 - 00:00:55:14

Speaker 1

Did you like it? You like Ed?

00:00:55:17 - 00:01:11:15

Speaker 2

Absolutely loved it. But I always had an interest in media, so I knew that and I enjoyed the psychology behind like advertising to consumers and like PR as well. So it all together and then kind of worked out where I want to go from there.

00:01:12:04 - 00:01:14:17

Speaker 1

And tell me, why did you choose Swinburne?

00:01:14:17 - 00:01:26:03

Speaker 2

But I chose Swinburne because I spoke to a lot of people about it. I went to open days and liked the vibe and the location for me was really convenient as it's place to.

00:01:26:03 - 00:01:26:16

Speaker 1

Home.

00:01:27:05 - 00:01:36:24

Speaker 2

And after talking to my friends and family because my dad went, yeah, it was just like, I think he would be the best suited university for me. And it was.

00:01:38:11 - 00:01:41:07

Speaker 1

What particular battle is best suited for me.

00:01:41:20 - 00:02:07:24

Speaker 2

I enjoyed that. It was a smaller university than other universities like that they offer. And I also enjoyed when I came to the open days, not only were they like explaining the degree that you could potentially do, but it was also very important for them to explain the social aspect and spin that and, you know, socializing. For me is so important.

00:02:08:10 - 00:02:18:16

Speaker 2

So knowing that they've got heaps of clubs and stuff like that that I could get into was definitely something that I was going to do.

00:02:18:16 - 00:02:25:12

Speaker 1

Swinburne has a really small community and a lot of people feel like it's not supported through their journey. Would you say there.

00:02:25:23 - 00:02:52:08

Speaker 2

Was completely supported? Like, I had a lot of lecturers who really cared about me and genuinely wanted the best for me, and they would push me to the point where I felt comfortable with and never heard back allowing. And I feel like they kind of adjust their way of teaching to suit a particular person, which I felt was really encouraging.

00:02:52:11 - 00:02:53:07

Speaker 2

Megan Finish.

00:02:54:08 - 00:02:54:17

Speaker 1

Yeah, it's.

00:02:54:19 - 00:02:55:03

Speaker 2

Nice.

00:02:55:16 - 00:02:58:01

Speaker 1

You would think before that you'd do something for them.

00:02:58:07 - 00:03:18:22

Speaker 2

Yeah. Sorry. I'm still friendly. Like, I've got them on LinkedIn, and those one lecturer out here supported me the whole journey. I was in a few of these classes and I actually failed his class and the next class things I can do were just virus on it. You have potential and I ended up in was my best subjects.

00:03:18:22 - 00:03:24:01

Speaker 2

So just the support that I had from him was really good.

00:03:24:18 - 00:03:30:09

Speaker 1

Yeah. While you may be doing like work placements or internships or something that yes.

00:03:30:09 - 00:03:41:22

Speaker 2

So Swinburne encourage you to do an internship or get out into the workforce. And I did a PR agency and.

00:03:43:16 - 00:03:43:21

Speaker 1

What.

00:03:44:00 - 00:03:46:03

Speaker 2

What exactly do or should I explain.

00:03:46:04 - 00:03:53:04

Speaker 1

Know, just to say whatever your internships are where they were kind of you know, I did one with the agency that I did.

00:03:53:04 - 00:03:54:15

Speaker 2

All right. They did one PR.

00:03:54:15 - 00:03:56:06

Speaker 1

Oh, I tell me a bit about an internship.

00:03:56:08 - 00:04:24:04

Speaker 2

Yes, I did an internship at Fashion Collective, which is a PR agency, and did that for six weeks. And it was really good to like get a bit more experience in the workforce because obviously different just studying. But I think as well like actually having knowledge and knowledge to the things that people do in their everyday jobs in PR was really many of the whole company, you know.

00:04:24:11 - 00:04:37:23

Speaker 2

Yeah. So like they teach you pictures and then when I went into the PR agency pitching to clients was like something that, you know, majority of them they were working on. So it was good to have a bit of background knowledge on how to do that.

00:04:38:12 - 00:04:45:15

Speaker 1

Would you say that since I kind of get to do other things that you know you need or that you would be a workplace now?

00:04:46:07 - 00:05:13:21

Speaker 2

Yeah. So with the degree obviously because it was a bit broad cause I had so many subjects that I was doing, I felt like some things that I learned now I'm sorry, some things I had in my degree are familiar to me now. So for example, I learned to about tops, which is like target audience writing points and well now at my job we sell tops.

00:05:14:03 - 00:05:22:12

Speaker 2

So just having a background knowledge of what it is like, how to sell it is so important. And I learned that from my degree.

00:05:23:04 - 00:05:26:18

Speaker 1

As part of this campaign, I work with five or more.

00:05:26:19 - 00:05:27:10

Speaker 2

Yeah. And one of.

00:05:27:10 - 00:05:35:21

Speaker 1

Those. Do you think that's what somebody is like? They're getting tangible, practical knowledge that you can actually using what I would apply definitely.

00:05:35:21 - 00:05:36:23

Speaker 2

Like they teach you.

00:05:37:24 - 00:05:38:19

Speaker 1

So.

00:05:39:10 - 00:05:41:18

Speaker 2

Much about like and.

00:05:42:22 - 00:05:43:19

Speaker 1

How to raise my.

00:05:43:22 - 00:05:48:00

Speaker 2

Niece. Can you repeat the question one more time?

00:05:48:14 - 00:06:06:23

Speaker 1

They basically like you. They don't want to be the it. It may be what it is. Right. Like it's very you know, some people are really some yet and then you actually have no idea what job you're going to do. Yeah. Where you see that is more like I'll teach you things and then you go get a job.

00:06:07:03 - 00:06:08:24

Speaker 1

I know exactly what you can be doing.

00:06:09:13 - 00:06:16:02

Speaker 2

Yeah. So I feel as I respond. Then even though they teach you so many things and you know.

00:06:16:11 - 00:06:17:00

Speaker 1

On how to.

00:06:17:00 - 00:06:32:24

Speaker 2

Get the degree, not only do they get to do that, but they also have like careers counseling, which helps you, I would say work. What you want to go in. So there's obviously other facilities that you can go to. But I felt like with.

00:06:33:12 - 00:06:34:06

Speaker 1

Swinburne.

00:06:34:06 - 00:06:37:19

Speaker 2

They kind of said to me, like, you're very good at this.

00:06:38:01 - 00:06:38:17

Speaker 1

Why don't you.

00:06:39:02 - 00:06:40:23

Speaker 2

Give that a go? And that's kind of.

00:06:40:23 - 00:06:42:02

Speaker 1

How I got into it.

00:06:42:15 - 00:07:07:12

Speaker 2

Is that like what I'm trying to say? Yeah, that's kind of how I got into the media industry. But also I think that kind of spark your passion as well for particular subjects like I knew that I was really interested in like consumer, like how to sell to a consumer through social media. Like just going through social media all day, every day to me.

00:07:07:13 - 00:07:34:02

Speaker 2

I mean, I'm rambling there. I think it's like obviously social media, old age, don't really think about advertising and stuff like that. Whereas like when you're learning about it, they do it in a way that's so interesting. I'm like super at easy to understand. So I felt like just understanding the background and the psychology on everything. So interesting to me.

00:07:34:12 - 00:07:48:21

Speaker 2

And when I now that I sell media, it is kind of something that has set me up to having a passion for my job. Does that make sense? Is that answering the question?

00:07:49:07 - 00:07:54:21

Speaker 1

Okay, tell me a bit about your job now. What do you do? How how do you explain to people?

00:07:55:04 - 00:08:22:24

Speaker 2

So I work at Southern Cross Austereo, which is a huge media company. We do like TV, radio, digital and so much more. So it's very media focused and I'm in the TV show department, so pretty much we sell air time, the people who want to advertise on TV but in regional areas. So that's like Channel ten. Nine is some.

00:08:22:24 - 00:08:29:01

Speaker 1

Seven. And what, what do you love doing that job? You're in your area.

00:08:29:10 - 00:08:56:04

Speaker 2

So I'm four months in. Yeah which is exciting. What I've learned how to speak to people and I think it's been been actually did set me up for that because it was a very sociable place to be and just talking to people and understanding the melodies of how to speak to people and like marrying that personality is very important.

00:08:56:14 - 00:08:58:05

Speaker 2

And I think.

00:08:58:20 - 00:09:01:15

Speaker 1

Was the question then what if I were just.

00:09:02:09 - 00:09:02:18

Speaker 2

Straight.

00:09:03:03 - 00:09:11:13

Speaker 1

Answer, what would you look like? What are you going to look? Let's talk more about your website. Yeah.

00:09:13:24 - 00:09:19:04

Speaker 2

Yeah. I love my job. I love my team. I love that it's a really good dear.

00:09:19:12 - 00:09:23:07

Speaker 1

I do have a foundation so like any got that from that.

00:09:24:07 - 00:09:36:08

Speaker 2

Yeah, I'm thinking about like my course in the industry. I think where I am right now is probably where I need to be and to understand South Asians of the business. And then.

00:09:36:22 - 00:09:37:02

Speaker 1

I.

00:09:37:02 - 00:09:46:18

Speaker 2

Do aspire to go out the door and maybe even change departments and I don't know that right now today. I'm really interested in that. So I love it.

00:09:47:16 - 00:09:52:16

Speaker 1

Do you when when people ask you about the how do you recommend it?

00:09:53:24 - 00:10:15:01

Speaker 2

I think that Swinburne has been that is good because it caters to so many different people and so many different things. It's very diverse, culturally diverse. It's got clubs that you can go to. So like it's a really.

00:10:15:07 - 00:10:16:05

Speaker 1

Social.

00:10:16:23 - 00:10:44:23

Speaker 2

University. Not only that, it's so supportive. You've got careers counseling, you've got open days and like really help you figure out where you want to go. And I think it's so important as well because people who, you know, finish school or like want to go back to uni, sometimes they don't know what they want to do. And I feel like something that really tries to help them work out where they want to go and what path they want to go down.

00:10:45:10 - 00:11:18:07

Speaker 2

And I think since then it is it was such a great community for me because it had the social aspect. But not only that, it had the supporting nature of that which I needed during study. So I'm just like, it's an all around great university, Jakarta, it's pretty much and it's smaller as well. So you, you actually meet people there like the classes, everyone speaks to each other and it's a really welcoming community.

00:11:19:02 - 00:11:33:00

Speaker 1

And tell me a bit about I have to ask you about both of us. Do you think there's any crossover that even comes with that, with all the stuff that you give us about family? I know what that is. I get that.

00:11:33:00 - 00:12:08:15

Speaker 2

It's not really to be honest, I feel like it's a little bit different. Gogglebox and because I was more actually kind of because actually been you kind of learn about like the consumers and like audience and like writings and stuff like that. Well, that's what I loads and I felt like Gogglebox when I was doing it. It was the background of it, like understanding the audience numbers and stuff like that and like how to have a successful show and like who it targets.

00:12:08:24 - 00:12:22:06

Speaker 2

So I feel like there was not a specific thing I learned, but like a general understanding of like audiences and consumers. I don't know if I answered that one.

00:12:23:12 - 00:12:29:10

Speaker 1

And then I just want to get a couple more graphs on like community and then get the basis for it.

00:12:29:13 - 00:12:29:22

Speaker 2

Yeah.

00:12:31:00 - 00:12:35:13

Speaker 1

They're breaking into that community. Yet did you feel that while you were here?

00:12:35:19 - 00:13:02:20

Speaker 2

Yeah, I felt as though everyone was I felt as though the lecturers really were passionate about what they were teaching. I really wanted everyone to thrive, I felt and so class I was there, like lecturers would vary and I wanted to get to know you and wanted to understand you as a person and also understand where you want to go in life.

00:13:02:24 - 00:13:23:10

Speaker 2

And like all of my lecturers, but always have been nice and supportive and like they always were like if you need help, break chat. And I'm one of those people that gets really, you know, I can't be bothered reaching out and then I found myself reaching out and like they were like, do you want to call? Like, let me explain this to you so they genuinely care.

00:13:23:12 - 00:13:38:18

Speaker 2

Want you to understand what you're writing about and what you're talking about and what you're learning about. And it was just such like I'm really passionate about how supported that university was and how I made it that while studying.

00:13:39:03 - 00:13:48:07

Speaker 1

And I think I've got everything, I reckon. Yeah. Or anything else you wanted to. I did I, I don't know.

00:13:48:21 - 00:13:49:24

Speaker 2

It's just an grant.

00:13:50:13 - 00:13:54:03

Speaker 1

I actually love it. Yeah. Oh, yeah.

00:13:54:10 - 00:13:57:16

Speaker 2

You said anything else you need not want me to write?