



## Ngarara Willim Alumni: Skye Cusack

RMIT alumni, Skye Cusack, is a proud Dulgubarra-Yidinji woman and creative writer based in Naarm/Melbourne. Originally from Tasmania, Skye completed her Graduate Certificate in Marketing from RMIT in 2022.

At just 26, Skye has amassed over a decade of experience in marketing and communications. Her professional development commenced long before her time at RMIT. It was in her youth that Skye first began copywriting. 'I knew that I was really good at writing and talking to people... I was homeless and just needed the money... I started hustling and doing marketing and copywriting and socials for people, and then eventually I got into an emergency accommodation,' Skye said.

Skye's interest in studying at RMIT came from her desire to upskill at one of Melbourne's most recognised institutions for Media and Communications. At this time, Skye was already working with some of the state's most prominent organisations, including Hawthorn Football club and the Grand Chancellor Hotel.

However, Skye wanted to bridge the gaps in her knowledge and put names to the marketing tools and conventions that she had been applying intrinsically. 'I knew to make a solid career out of it, I needed to get into the same rooms that other people have been in,' she said. Recognising the importance of a university degree for her professional development, Skye applied to RMIT.

RMIT's online study options granted Skye the flexibility she required to manage her commitments throughout her studies. Skye had been working full time in finance marketing at a bank, as well as freelancing on the side.

'Finishing was definitely an achievement for me, to go straight to a master's level education, plus working full time, plus side hustling, I was just happy to be there.' In the space of a few years, Skye's life changed completely. 'I went from being homeless to owning my first home from marketing sales... My degree changed the way that I view marketing, it helped me contextualise the industry [and] added a sense of professionalism and confidence.'



Since completing her degree, Skye has started her own marketing agency, BluSkye Marketing. Through the agency, Skye has worked with many local and national organisations, including

Employment Hero, Blak & Bright First Nations Literary Festival, The Wheeler Centre, Generation Women Australia, Saltwater People and Left Right Hook—an organisation dedicated to survivors of childhood trauma and abuse.

Skye is committed to working with organisations that align with her values, with many of her clients being non-profits, arts organisations, and charities.

'I think that's something I learnt at RMIT, that marketing is business growth, and so being really selective about who you want to grow and support and see get bigger is really important. That's something I'm really proud of.'

Moving forward, Skye is exploring more creative pursuits, alongside marketing operations at BluSkye Marketing.

Skye's New Adult manuscript was shortlisted for the 2024 black&write! Indigenous Writing Fellowships, and she is currently working on her second manuscript.

