

Tayla Harter

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LINKS

[Portfolio](#), [LinkedIn](#)

PROFILE

Adaptable and people-focused professional with experience across marketing, content creation, hospitality and retail operations in Australia, England and New Zealand. Now based permanently in Sydney with full working rights, seeking a long-term role where I can contribute a strong work ethic, creativity, and a versatile skill set.

SKILLS

Customer Experience & Operations: Retail and hospitality management, POS systems, front and back-of-house operations

Creative Production: Adobe Creative Cloud, Canva, CapCut, InShot

Digital Marketing & Content: Social media, content creation, SEO, EDMs, scheduling tools

eCommerce & Systems: CMS, online merchandising, Microsoft 365, Shopify, WordPress

EDUCATION

Feb 2021 — Nov 2023

Bachelor of Professional Communication, Southern Institute of Technology

Feb 2024 — Oct 2024

New Zealand Diploma in Photography (Level 5), Southern Institute of Technology

EMPLOYMENT HISTORY

Aug 2023 — May 2025

Social Media Coordinator and Photographer, The Culture Ministry

Hybrid/Auckland, NZ

- Developed and managed social media content across Instagram, Facebook, and LinkedIn to support audience growth and strengthen brand visibility.
- Captured and edited high-quality photo and video content at live events for marketing and promotional purposes.
- Prepared podcast editing notes through Buzzsprout and assisted with EDM creation on Kajabi.
- Scheduled and coordinated content through Later, ensuring consistent and timely distribution.

Mar 2023 — May 2023

Editorial Associate Intern, Review Publishing

Auckland, NZ

- Produced editorial content for magazines including Apparel, Hotel, Fennec and Restaurant & Cafe over a three month paid internship.
- Created digital and social media content, increasing website traffic and follower engagement across platforms.
- Managed weekly Mailchimp newsletters, leading to improved open and click-through rates.
- Conducted business interviews and wrote articles that enhanced brand authority.

Nov 2022 — Jan 2024

Fashion Photographer and E-Commerce Assistant, Second Avenue

Auckland, NZ

- Produced and edited product and fashion photography for the company's WordPress e-commerce website on an on-going, casual basis.
- Managed website content and social media updates, contributing to increased online visibility and SEO optimisation.
- Managed product uploads and online merchandising, ensuring listings remained accurate, visually consistent and SEO-optimised.

Jul 2020 — Aug 2021

Store Manager and Assistant Social Media Manager, The W Room

Christchurch, NZ

- Oversaw daily retail operations in partnership with the business owner, including budgets, staff coordination, inventory, training, and visual merchandising.
- Supported digital marketing initiatives by collaborating on content creation and social media publishing to enhance brand visibility.

Additional Experience

- Seasonal Hostel Manager - Apollo Bay Backpackers, Australia (2026)
- Seasonal Hospitality All-Rounder - South Sea Hotel, New Zealand (2024-2025)
- Freelance Social Media Content Creator - Tuesday Label, New Zealand (2023)
- Freelance Fashion & Event Photographer - Multiple clients
- Part-time Retail Assistant - Decjuba, New Zealand (2021-2022)
- Freelance Writer - Clockwork Copy, Remote
- House & Pet Sitting/Dog Walking - 3+ years
- Store Manager - Tree of Life, Australia (2019-2020)