

TALIAH-KATE BYRON

Copywriter • Content Creator • Customer Care Extraordinaire



Annerley, Brisbane, 4103



+61 432 432 990



taliahkate.byron@gmail.com

EDUCATION: A Selection

OP3

BRISBANE STATE HIGH SCHOOL

Graduated with a first preference offer into Psychology at the University of Queensland

Editing & Proofreading Scholarship

SACKVILLE ACADEMY WRITING SCHOOL

Received a scholarship at fifteen after submitting a response that involved a punctuation error on a certain page in a JK Rowling novel.

Layne Beachley Business Scholarship

AIM FOR THE STARS FOUNDATION

Hand selected from a pool of 5,000 in acknowledgment of the work in teen girl empowerment.

Copywriting Mentorship: The Six Appeal, Copygasm

THE MIDDLE FINGER PROJECT

Writing attention grabbing copy, sales pages & newsletter communications

The Copy Cure, B-School

MARIE FORELO

Profit & sales clarity, psychology of list building, high conversion marketing, product design

The Identity Project

GRACE LEVER

Advanced Facebook Ad strategies, email marketing & onboarding sequences for rapid likability & trust, tracking & optimising copy for conversions

Highly resourceful & organised content creator with 11+ years of delivering compelling customer-focused experiences through tailored content for workshops, online videos, blog posts and social media.

Reliable team player who is quick to build rapport with colleagues and clientele, can be counted on to meet tight deadlines and is willing to go that extra mile.

Studios self-starter & high performer with a background in entrepreneurship, project management & executing in fast-paced customer service industries. Looking to transition into a full-time content creator or digital marketing assistant role.

SKILLS

COPYWRITING

Squeeze Pages • Email Nurture Sequences • Blog Posts • Facebook Ads • Social Media Posts • Lead Generation • Webpage Copy • Research & Curating Content • Able to adapt style to individual business style & voice • Detailed Proofreading & Editing • Converting Headlines & Hooks • Split Testing • Interview Preparation • SEO Optimisation

ONLINE OPERATIONS

Proficient in Mac, Windows & Microsoft Office • Wordpress • Divi Theme • Graphic Design: Canva • CMS: Mailchimp • Web Strategy • Funnel Building Software: Clickfunnels & Kartra • Scheduling Software: Hootsuite & Buffer • Conversion Tracking: Funnelytics • Project Management Software: Asana • ECommerce • Youtube: Video Editing & File Compression

CUSTOMER SERVICE

Experienced Stakeholder Liaison & First Point Of Contact • Client Expectation Management • Problem Solving & Conflict Resolution • Reliable • Well Spoken & Written Communication

OFFICE MANAGEMENT

Diary & Correspondence Management • Reporting • Scheduling Appointments • Systemising Tasks • Facilitating Debriefs & Meetings

INTERPERSONAL

Enthusiastic • Quick Learner • Flexible • Effective Time Management • Takes Pride In Going Above & Beyond

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PROFESSIONAL DEVELOPMENT

CONTENT CREATION

A Girl's Essence
Badass Beings
Green Supercamp
Limitless Leadership Summit
Australian Acting Academy
Northshore Coaching & Development

PROJECT MANAGEMENT

10thousandgirl
Top Secret Women's Business
Universal Events
South Bank Cineplex

VOLUNTEER

Business Chicks
Authentic Education
Tony Robbins: UPW
Academy of Wealth & AchievEmnt
Global Training

SALES TEAM

Universal Events

CERTIFICATION

Cert III in Micro Business Operations
Master Practitioner in Neuro-Linguistic
Programming
Experiential Game Design

REFERENCES

JUSTIN HANN

Chief of Operations
CINEPLEX AUSTRALIA
0412 909 547

KEN MARSH

Financial Controller
CINEPLEX AUSTRALIA
0412 909 547

PROFESSIONAL EXPERIENCE

Cineplex Australia (2008-Present)

DUTY MANAGER

- Daily Written Operations: Responding to booking requests, website enquiries, problem resolution, follow up outstanding items, administrative tasks
- Client Care: Greeting customers & managing their experience with us
- Speeches: Executing speeches to inform patrons of procedures for sold out sessions
- Improve Efficiency: Creating & refining processes of communicating with clients, contractors and suppliers through systems & automations
- Establish Community: Creating connections amongst new staff through the hiring, orientation tours and welcoming process

A Girl's Essence (2008-2017) (Rebranded: Badass Beings)

DIRECTOR, FACILLITATOR & EVENT CO-ORDINATOR

- Business Strategy: Devising website, funnel, marketing & social media strategy for sustainable business & maximum reach
- Website Copy: Strategic copy with strong calls to action that filter into the funnel
- Lead Magnet: Design, write & automate lead magnets to drive list building & first stage of the business funnel
- Onboarding Process: Creating compelling emails that build rapport, trust and likability for the brand
- Facebook Ads: Devising tailored copy for cold, warm & hot audiences, including retargeting campaigns
- Conversion Tracking: Systematically creating & tracking UTMs, ROI, ad spend & average customer value
- Content Research & Creation: Live workshops, blog posts, video content

WRITING PORTFOLIO

PERSONAL DEVELOPMENT CONTENT WRITING

BLOG POSTS

- [4 Steps To Making Your Travel Dreams Inevitable](#)
- [Today I'm Sharing My Gift. Words To My Inner Perfectionist](#)

WEBSITE COPY: Badass Beings

- [Coming Soon Page](#)
- [Nearly Completed Home Page](#)
- [Previous Landing Page](#)