

TALIA HOPE

📍 Auckland, New Zealand

🏠 NZ Permanent Resident

🚗 Full NZ Drivers License

Portfolio: taliahope.my.canva.site/

PROFESSIONAL PROFILE

As a dependable and adaptable individual, I take pride in my collaborative approach and strong work ethic. Being a New Zealander of Tokelauan and European descent, raised in China, I embrace my identity as a global citizen and value the diversity of thought it brings. Having this unique perspective means I can effectively connect with diverse clients and audiences to create inclusive, impactful marketing content. I recently completed a Bachelor of Commerce in Marketing with a minor in Media Design while gaining experience in content creation, social media management, and digital marketing through internships. I am now ready to step confidently into a marketing career that challenges and inspires me.

EDUCATION

Graduate Diploma in Innovation Design

2025 - Current

Victoria University of Wellington - Te Herenga Waka

Communication Design (Specialisation)

- Key Papers: Branding, Graphic Design, Typography, Illustration, and Visual Narrative.

Bachelor of Commerce

2021 - 2024

Victoria University of Wellington - Te Herenga Waka

Marketing (Major)

- Key Papers: Digital Marketing Management, Buyer Behaviour, Market Research, Social Marketing, Consumer Behaviour, Marketing Communications, Tourism Marketing, Accountability and Microeconomic Principles.

Media Design (Minor)

- Key Papers: Internet & Social Media Design, Digital Video Creation, Expanded Photographics, Audio-Visual Space, Design Visualisation, Graphic Design, Popular Media Culture and Creative Coding & AI.

RELEVANT EXPERIENCE

Marketing Intern

02/2026 - Current

HillHuse Associates • Auckland, New Zealand

HillHuse Associates offers personal development programmes and mentoring focused on emotional intelligence and values-based growth.

- Conducted in-depth market and competitor analysis using industry research and platform insights to identify trends, opportunities, and content gaps.
- Developed a data-driven social media strategy aligned with brand positioning, using insights from tools such as Google Analytics, Meta Business Suite, and LinkedIn Analytics.
- Defined target audience segments and optimised brand messaging to drive engagement across Facebook, Instagram, LinkedIn, and YouTube.

Marketing and Media Design Intern

01/2024 - 02/2024

Atelier I-N-D-J • Shanghai, China

Atelier I-N-D-J is a New Zealand multidisciplinary design studio in China specialising in architectural, product and furniture design.

- Created engaging content for platforms such as Weibo, WeChat, Instagram, LinkedIn, YouTube, TikTok and Facebook.
- Monitored and maintained brand consistency across all digital marketing channels and materials, utilising Cargo and Rocketspark to enhance our eCommerce presence and drive engagement.
- Used cross-cultural communication to bridge gaps by tailoring content for both Chinese and international audiences.

Communication and Marketing Intern

11/2023 - 12/2023

Pacific Trade Invest New Zealand • Newmarket, New Zealand

PTI NZ support Pacific SMEs with their export capabilities to trade with NZ and promote investment opportunities to NZ and international investors.

- Designed branded marketing collateral using graphic design tools such as Canva and Adobe Creative Suite.
- Enhanced PTI NZ's online presence by creating social media posts across platforms like Facebook, LinkedIn, YouTube, and Instagram through the use of Zoho, MailChimp and Meta Business Suite.
- Collaborated with the operations team to effectively promote PTI NZ's initiatives and programs, utilising Outlook and the Office365 suite to coordinate schedules, manage communications, and enhance community engagement.

OTHER WORK EXPERIENCE

Copy Centre Specialist

07/2022 - 05/2024

Warehouse Stationery • Lyall Bay, Wellington

Warehouse Stationery is a large company that specialises in school/office supplies, printing essentials, and art & craft.

- Assisted a diverse range of clients with tailored product recommendations, ensuring their specific needs were met, while collaborating with teams to meet project briefs and deliver personalised solutions.

AWARDS/CERTIFICATES

Hubspot Certificate: Social Media Marketing

2026

Completed a course on developing and implementing inbound social media strategies, including content strategy, social monitoring, engagement, policy development, and demonstrating social media ROI to stakeholders.

Semrush Certificate: Crafting a Winning SEO Strategy

2026

A course focused on developing, communicating, and implementing effective SEO strategies, with an emphasis on strategic planning, collaboration, and gaining leadership support.

Prime Minister's Scholarship for Latin America (Brazil)

2025

Selected to participate in a fully funded scholarship to complete a four-week study tour in Brazil with the Innovation Design School at Victoria University of Wellington.

Prime Minister's Scholarship for Asia (Shanghai)

2023

Awarded a prestigious, fully funded scholarship by the New Zealand Government, in partnership with Education New Zealand Manapou ki te Ao, to complete a professional internship in Shanghai, China.

Semrush Certificate: Digital Marketing

2023

Course includes topics of SEO, Content Marketing, Social Media and Marketing Analysis

Photography Award

2020

Shanghai American School Art Award

VOLUNTEER/CLUB EXPERIENCE

Design Innovation Study Tour in Brazil

11/2025 - 12/2025

Chosen to participate in a four-week academic study tour with the School of Design Innovation at Victoria University in São Paulo, Brazil, with a focus on Design Business Administration.

Te Namo Tokelauan Student Association

04/2023 - 11/2024

Secretary of the Te Namo Cultural Group club at Victoria University. Arranged the meeting locations, prepare the agenda and record meeting minutes.

Volleyball Club

04/2021 - 11/2024

Represented Victoria University in the National Tertiary Volleyball Championships (2021, 2022, 2024), fostering communication and teamwork to enhance performance.

REFEREES (Contact information available upon request)

Alex Stone

Pacific Trade Invest NZ
Communication & Marketing Director

Laura Polvara

Atelier I-N-D-J
Interior Designer

Alex Zhu

Warehouse Stationery
Manager