

# TAY KRIV

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## PROFILE.

- A team player with great communication skills
- An organised freak with attention to detail
- Good time management & priority talent
- Very approachable, highly reliable & responsible
- Proactive, adaptable & open to change
- Amateur Trumpeter
- Wildlife Warrior



## SKILLS.

WEB HTML, CSS, PHP & JS  
PLATFORMS Magento 1 & 2, Shopify, WordPress & Open Cart  
PROJECT MANAGEMENT Jira, Zendesk, Trello & InVision  
MARKETING MailChimp, Hotjar & Google Analytics  
ADOBE CC Photoshop, InDesign & Illustrator



## EDUCATION.

2019

Scrum Alliance®  
Certified ScrumMaster® (CSM®)

2011

Grenadi School of Design Melbourne  
Certificate III in Graphic Arts | Multimedia/Web Design

2003 - 2006

Photographic Imaging College Melbourne  
Folio Enhancement Certificate  
Advanced Diploma of Photography



## EXPERIENCE.

### KEEPCUP | Digital Producer | Project Delivery Lead

JUNE 2018 - PRESENT

- Magento 1 to Magento 2 build
- B2C & B2B roll out
- Internal tech lead & Project Manager tasks
- Managing external digital agencies & SLA's
- Managing web hosting - AWS
- Security patches & Magento upgrades
- Integrations & development, refactoring features
- QA & user acceptance criteria testing
- Magento internal staff training & documentation

### BAD BACKS | Multimedia Coordinator

APRIL 2013 - MARCH 2016

- Content management & development for both Magento 1, WordPress & HTML websites
- Online merchandising
- Produced the content & graphics for EDMs
- Back & front-end testing
- Designed banners, signage, ticketing & labels
- Photography & videography editing
- Social media & data feed management
- SEO, SEM & online affiliate marketing

### KEEPCUP | Web Content & Graphic Design

OCTOBER 2015 - JUNE 2018

- Website content management & development of all e-commerce sites (AU, NZ, CN, CA, US, EU & UK)
- Help centre build & maintenance
- Online merchandising
- Quality assurance & debugging
- MailChimp, Zendesk & Magento integrations
- Maintaining & improving custom features
- Back/front-end testing - desktop & devices
- Monitor website traffic & outages
- Graphic Design

### CADET SHOES | Graphic Designer

NOVEMBER 2012 - OCTOBER 2014

- Produced graphics for EDMs & web banners
- Designed signage & promotional materials
- Produced a range of photos of products for the website & catalogues including retouching
- Provided support to the marketing & development teams
- Produced content for social media platforms



## REFERENCES.

Francois Becar  
KeepCup

Abby Sutton  
KeepCup

Stuart Heggie  
Bad Backs

Carly Neale  
Cadet Shoes

Referee contact details available upon request.