



About me

I am a driven Social Media Manager and marketer for my brand, 'Thirty Plus and Fabulous', a community of over 47,000 women (collectively) built over 8 years. Im skilled in creating engaging content, community growth and engagement, ethos/reputation management, brand awareness and funnel building.

I'm also a multi award winning Executive Sales Manager for Nutrimetics, running my business entirely online.

My passion is to encourage, uplift and empower people to be the best version of themselves through online community building.

Talya Purchase

Social Media Manager



natalya@thirtyplusandfabulous.com



021 124 6066



[Thirtyplusandfabulous - Group](#)



[Thirtyplusandfabulous - Page](#)



[Thirtyplusandfabulous - instagram](#)



www.thirtyplusandfabulous.com



[Thirtyplusandfabulous - YouTube](#)

Relevant Work History

2016 - current	Thirty Plus & Fabulous Social Media Manager
2017 - current	Nutrimetics NZ/Aus Executive Sales Manager
2018 - 2019	MLM Academy Online business trainer
2011- 2016	Amazing Face Ltd Makeup Artist/Skincare utilizing my online community

Expertise

- Content Creation
- Brand management
- Daily engagements
- Newsletter distribution
- Email management
- Community Building
- Scheduling
- Algorithm hacking
- Analytics and Insights
- Collaborations/Affiliations

Software

- Onestream Live
- Canva Pro
- Calendly
- Dropbox
- Trello
- Wordpress
- Mailchimp
- Google Suite
- Capcut
- Kajabi
- MS Office
- Zoom
- Chat GBT
- Google Docs
- Google Keyword Planner

Education

- | | |
|------|--|
| 2024 | Leadership training
Online leadership training - CI |
| 2024 | One Life Ltd
Mindset and Wealth Masterclass |
| 2023 | The Blogger Bootcamp
Lifestyle Blog training <ul style="list-style-type: none">• Establish branding• Blog creation• Grow your traffic• Monetizing |
| 2023 | Master The Stage
Public Speaking Training |
| 2022 | Better Way program
Certified Online Income Expert <ul style="list-style-type: none">• Course building• Offer Creation• Creating Memberships• Expert Coaching• Launching Strategy• Sales Process• Customer Care |
| 2011 | Amazing Face Ltd
Makeup Artistry |
| 2010 | Diploma of Makeup Artistry
Samala Robinson Academy |