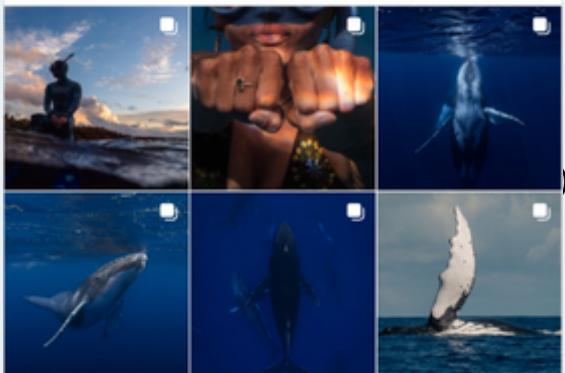




phish.by.hannah  
Hannah Lamb  
637 followers  
100 posts



## Qualifications

### 2024, Dive Master & Research Diver

*Indo Ocean Project*

### 2025, Coxswain Grade 1

*Regional TAFE, Exmouth*

### 2025, STCW COST

*South Metro TAFE, Exmouth*

### 2025, HLTAID015 – Provide advanced resuscitation

*St John's*

### 2025, HLTAID009 – Provide CPR

*St John's*

### 2023, HLTAID011 – Provide First Aid

*Australia Wide*

## Freelance Content Creator & Photographer

[Scan for my Portfolio](#)



**Editorial Photography:** Created editorial-style photography and videography for brands in swimwear, eco-tourism, and adventure travel.

**Social Media Production:** Produced compelling social media content tailored to brand identity and audience engagement.

## Underwater Photographer | Expedition Guide | Coxswain | Social Media Manager

### PADI Dive Master | Coxswain Grade 1 | STCW Certification

*With 9 years in hospitality and 3 in marine tourism, I bring strong guest-facing experience paired with guiding, skippering, and in-water leadership skills. What sets me apart is my niche skill set in marine tourism marketing- combining underwater photography, social media strategy, and content creation. This not only enhances the guest experience through storytelling and brand connection but also offers valuable in-house support for brand growth and digital presence.*

## Relevant Guiding Experience

### In-Water Humpback Whale Guide, Relief Skipper | Social Media Manager

*Blue Water Retreat, Tonga | 2025 Season- Current*

**Led Intimate Marine Encounters:** Led in-water whale swims for small groups (8 guests daily), delivering safe, respectful encounters and building strong guest rapport across week-long packages.

**Relief Skipper Duties:** Command of vessel operations as a Coxswain, ensuring smooth logistics, safety, and professional handling during tours for both guests and marine life.

**Content Creation & Brand Voice:** Captured in-water photography and managed social media channels, enhancing brand presence through authentic storytelling and guest-focused content.

### Underwater Photographer | Tour Leader Coxswain | Social Media Manager

*3 Islands, EXMOUTH | 2023 & 2024 Season*

**Tour Guiding & Safety:** Led snorkel tours and delivered engaging safety briefings while fostering an appreciation for marine ecosystems. Created exciting wildlife encounters with whale sharks and humpback whales while ensuring guests' and wildlife's safety was the priority.

**Photography & Videography:** Captured high-quality underwater photography and video content for brand marketing and guest experiences.

**Social Media Management:** Developed and managed social media strategy, increasing brand engagement and audience reach.

**Vessel Operations:** Supported deckhand operations including vessel maintenance and guest assistance.

### In-Water Snorkel Guide

*Turquoise Sea Safaris, Jurien Bay | 2023 Season*

**Marine Guiding:** Led guided snorkel experiences focusing on sea lion interactions and marine conservation.

**Underwater Content:** Captured underwater content for marketing and guest experiences.

**Guest Safety & Education:** Ensured guest safety and delivered educational briefings.

# Relevant Marketing & Admin Experience

## Digital Marketing Assistant and Web Designer

Y-Group Consulting, Perth | Aug 2021 - Feb 2023

**Content Creation:** Managed and created digital content for multiple brands, increasing online visibility and engagement.

**Website Development:** Developed and launched 7+ websites with unique branding elements.

**Social Media Strategy:** Designed and implemented social media strategies, driving audience growth.

**Leadership & Mentorship:** Led and mentored interns in digital marketing and web design.

## Assistant Swim School Coordinator & Swim Instructor

Genesis Health & Fitness, Bullcreek | Mar 2019 - Jun 2021

**Program Management:** Managed program operations, leading a team through peak seasons.

**Process Improvement:** Introduced a new enrollment system, improving efficiency and user experience.

**Inclusive Teaching:** Conducted private swim lessons for children with disabilities, ensuring inclusivity and safety.

**Social Media Engagement:** Developed and executed social media initiatives to boost engagement and enrollments.

## Internships

### Dive Master and Research Diver Internship

Indo Ocean Project | Raja Ampat, Indonesia

**Marine Conservation Research:** Participating in a research diver course focused on marine conservation and ecosystem research.

**Advanced Diving Techniques:** Gaining experience in advanced diving techniques, ecosystem management, and underwater research.

**Collaborative Efforts:** Collaborating with marine professionals to support conservation initiatives and promote sustainability.

## Skills & Expertise

**Underwater Photography:** Proficient in Lightroom and Photoshop, specialising in marine wildlife imagery.

**Videography & Editing:** Experienced in video production using Premiere Pro and DaVinci Resolve.

**Customer Service & Education:** Strong communicator, delivering briefings and educational content.

**Conservation Focus:** Integrates marine conservation into all guiding experiences.

**Leadership & Operations:** Skilled in team leadership, project coordination, and guest-focused service.

**Vessel Handling:** Trained in skippering and deckhand duties, prioritising safety and efficiency.

# Hannah Lamb



## Education & Other Certs.

**Bachelor of Commerce (Marketing & Advertising) - Graduated with Distinction**

**Curtin University, Perth WA | 2021**

- Top five undergraduates in the marketing discipline
- High Achiever Program (2020)
- High Distinction - Toulouse Business School Virtual Winter Program, France (2021)

**WA Certificate of Education - Certificate of Distinction**

**Willetton Senior High School, Perth WA | 2017**

- ATAR 5
- Certificate II in Outdoor Recreation (2017)

## Additional Qualifications & Training

- Whale Shark & Humpback Whale Interaction Training - Department of Parks & Wildlife (2023)
- Swim Teaching Qualification - Royal Life Saving Society (2019)

## references

Supplied on request