

# TILLY *MyKat*

## PROFESSIONAL SUMMARY

Accomplished business leader and creative strategist with over two decades of entrepreneurial experience driving small business growth, brand visibility, and community connection. As the Founder and Principal Photographer of Oh Tilly Branding Photography, I have built a trusted local brand that helps business owners communicate their value, elevate their presence, and strengthen their market position through high-impact visual storytelling.

Recognised for fostering collaboration across industries, championing small business development, and bringing a forward-thinking, people-first approach to leadership. I am passionate about contributing strategic insight, creativity, and business acumen to the Chamber of Commerce Board to support economic growth, member engagement, and a thriving local business ecosystem.



## WORK EXPERIENCE

### MATILDA BEEZLEY PHOTOGRAPHY

CEO And Founder

*2004 - 2014*

Successfully owned and operated a full-service wedding and family photography studio, delivering high-quality imagery that captured life's most meaningful moments with artistry and care.

Built a trusted reputation for exceptional client experiences through empathy, organisation, and creative excellence. Managed all aspects of business operations including marketing, client relations, team coordination, and post-production.

Consistently achieved strong client satisfaction and referral rates through professionalism, reliability, and genuine connection.

### OH TILLY BRAND PHOTOGRAPHER

CEO And Founder

*2014 - Present*

- **Strategic Vision:** Founded and scaled the business into the leading specialist brand photography studio in the region, setting benchmarks for professionalism, quality, and client experience.
- **Community Leadership:** Actively engaged with local business groups, chambers, and professional networks to promote collaboration and visibility among small business owners.

## CONTACT INFORMATION

[ohtillybrandphotography.com](http://ohtillybrandphotography.com)

[hello@ohtilly.net](mailto:hello@ohtilly.net)

0424 949 000

- **Economic Contribution:** Consistently reinvested in the regional economy through local hiring, supplier partnerships, and sponsorship of business and community events.
- **Advisory & Mentorship Role:** Provide strategic guidance to entrepreneurs on brand positioning, marketing visuals, and personal presentation to increase competitiveness and consumer trust.
- **Reputation & Relationships:** Built a loyal client base across industries through ethical practices, high-impact results, and strong relationship management.

#### COMMUNITY & PROFESSIONAL INVOLVEMENT

Member, Toowoomba Chamber of Commerce, Business Networking International  
 Leadership Roles at Business Networking International

#### SPONSOR & COLLABORATOR

Exec's Paint The Town Green, It's Cool To Talk Grief Lunch Series

#### VOLUNTEER PHOTOGRAPHER

Momentum Mental Health, Protea Place

Advocate, Empowerment and visibility of women in business and creative industries

#### AWARDS & RECOGNITION

Toowoomba Chamber of Commerce Business Excellence Awards Sole Trader of the Year 2023

#### EDUCATION & PROFESSIONAL DEVELOPMENT

Diploma Photoimaging — [Toowoomba TAFE, 2005]

Continuing professional development in small business leadership, marketing strategy, and communications

#### MISCELLANEOUS

Regular attendee of Chamber events, BNI meetings, and professional development workshops  
 Board-Relevant Strengths

Proven record of strategic thinking, balancing creativity with commercial outcomes.

Deep understanding of local business challenges and opportunities for sustainable growth.

Skilled in communication, collaboration, and consensus building within diverse professional groups.

Passion for advocating for small business visibility, innovation, and community prosperity.

Personal Philosophy

I believe thriving communities are built on connection, collaboration, and creativity. My mission is to use my expertise, experience, and energy to strengthen our local business network and help every member achieve greater confidence and success.