



MASON TATAFU

Information Systems | Digital & AI-Enabled Operations | Systems & Administration

Experienced administrator and digital systems professional with experience in information systems, web platforms, and data management across local government and nonprofit environments. Strong Microsoft Office and booking systems capability, with proficiency across **Windows and Apple (macOS) environments**, and a strong interest in automation and **AI-enabled workflows** to improve efficiency, data quality, and user experience.

Key strengths: Digital systems support, data accuracy, process improvement, stakeholder communication, and emerging AI-enabled operational tools.

SYSTEMS & DIGITAL SKILLS

Microsoft Office & Computer Literacy

Advanced working knowledge of Microsoft Office Suite (Excel, Word, Outlook, PowerPoint) and Windows systems. Excel Certified, with experience in spreadsheet analysis, reporting, and data organisation.

Apple Technology & macOS

Advanced user of Apple/macOS devices, including setup, configuration, user support, and everyday troubleshooting. Comfortable supporting users across Apple and Windows operating environments.

Booking & Information Systems

SpacetoCo and Explor Recreation facility bookings, scheduling, record management, and system navigation

Data, Admin, Digital and Web

Excel reporting, record management, documentation review, data entry, database updates, and data governance. Experience managing website content, platform configuration, and digital information across web and hosted platform environments. Familiar with content management systems and basic HTML/CSS.

AI & Emerging Technology

Use of AI tools to support document drafting, troubleshoot technical issues, and improve workflows across digital and administrative tasks. Familiar with:

- Generative AI (e.g., AI-assisted content creation and summarization)
- Prompt-driven tools and productivity copilots
- AI support in web platforms, analytics, and digital operations

Collaboration & Project Tools

- GitHub, Visual Studio Code
- Agile teamwork and stakeholder presentations

PROFESSIONAL EXPERIENCE

Founder / Digital Project – DoggoDiary | March 2025 - Present

- Built and customised an e-commerce website using Shopify, including template code edits
- Used ChatGPT to troubleshoot code, refine workflows, and improve website configuration
- Created and managed short-form content on TikTok, generating 20M+ views and 20K+ followers
- Analysed content performance and iterated strategy to improve engagement and reach
- Applied AI-assisted insights to optimise content structure, hooks, and audience retention

Bookings Officer, Town of Victoria Park – Perth, WA | Sep 2025 – Present

- Manage community facility reservations using SpacetoCo and Explor Recreation booking systems
- Handle booking enquiries, scheduling conflicts, and stakeholder communication
- Maintain records and support booking administration and invoicing workflows

Hardware Merchandiser, Crossmark Australia – Melbourne, VIC | Jul 2025 – Sep 2025

- Coordinated merchandising installations and store layout changes

Web Developer - Worth the Words (Nonprofit) – Louisville, KY, USA | Jan 2025 – May 2025

- Developed and delivered a full website for a nonprofit organisation
- Collaborated in a five-person Agile team and delivered stakeholder presentations

IT Intern - Des Moines Menace Soccer Club – Des Moines, IA, USA | May 2024 – Aug 2024

- Managed and updated website content to improve usability and engagement
- Assisted with inventory tracking and internal database organisation
- Provided technical support for digital operations and analytics tools

Additional Experience

- Retail Merchandiser – Concept Retail – Perth, WA | 2023
 - Vehicle Detailer – Tesla – Perth, WA | 2023
 - Youth Program Coordinator – Hofstra University – New York, USA | 2022
 - Team Member – Woolworths – Perth, WA | 2020–2021
 - Aged Care Assistant – Bethanie Aged Care – Perth, WA | 2019
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HIGH-PERFORMANCE SPORT & LEADERSHIP EXPERIENCE

- Demonstrated exceptional discipline, resilience, time management, and teamwork while balancing elite sport with full-time study and professional work
- Former **Perth Glory A-League** squad member, with **AFC Asian Champions League** appearances
- **NCAA Division I full scholarship student-athlete** (Hofstra University & University of Louisville)
- Semi-professional footballer at **NPL level** (St George City FA; previously Hume FC, Perth Glory FC)

EDUCATION

- **University of Louisville**, Bachelor of Science – **Computer Information Systems** / 2025
- **Hofstra University**, Bachelor of Science – **Computer Science** / 2023 (transferred)
- **Trinity College**, High School – Perth, WA