



Sera J Wright

TRAVEL AND LIFESTYLE
PHOTOGRAPHER & CONTENT CREATOR



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TRAVEL AND LIFESTYLE
INFLUENCER, CONTENT CREATOR
& PHOTOGRAPHER

WWW.SERAJWRIGHT.COM
WWW.PHOTOGRAPHYBYRONBAY.COM.AU



Sera J Wright is a well-respected, award-winning, Australian travel & lifestyle photographer and influencer/content creator.

She is Tenterfield & Byron Bay based, splitting her time between her farm in Tenterfield, the winery in QLD's Granite Belt where they make their wine and her studio in her hometown of Byron Bay.

She is a professional adventure & destination photographer, travel writer & blogger and content creator on Instagram.

She has been working within the industry for over 12 years now and has worked with numerous tourism boards and brands and has been involved in over 100 tourism campaigns both within Australia and Internationally. She is passionate about travel & nature. Supported by Sony Australia she creates daily content from her travels and adventures. From beautiful landscapes and experiences, adventures & roadtrips, resort & hotel stays, unique accommodation, lifestyle shots, to wildlife and food in the hopes of inspiring her followers and others to get outside, explore and travel to the destinations she visits and experience the wonderful things she gets to do on her travels.

With a passion for all things travel and adventure, you will always find her out exploring, with a camera in hand, chasing beautiful light.



64,300

@serajwright



4,700

@serajwright



45% Australia

14% USA

6% UK

7% Europe

3% New Zealand

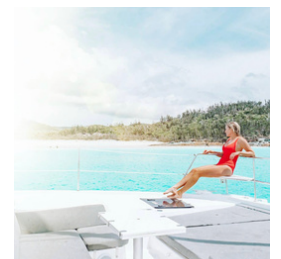
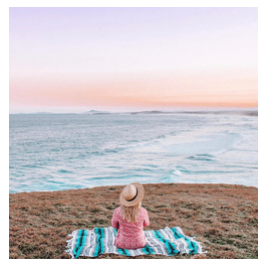
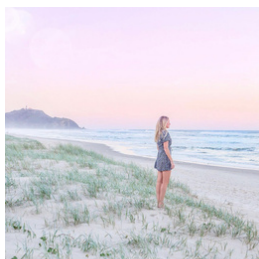
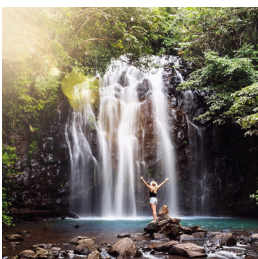
Main Age Range

25-45

61% Women

28% Men

11% Prefer not to say



OFFERINGS

Social Platforms - Instagram, Facebook, TikTok, Travel Blog, X, Pinterest.

- Still photography, static posts, reels, stories, videography.

Content Range - Travel, Lifestyle, Landscape, Nature, Adventure, Luxury, Resorts, Fashion, Food, Vehicles, Wildlife, Tours & Activities, Product Placement.

Services - Travel & Destination Photography, Social Media Influencing, Content Creation, UCG - User Generated Content, Tourism & Destination Marketing, Commercial Photography, Lifestyle Photography, Brand Photography, Sponsored and Guest Blog Posts, Travel Writing, Digital Influencing, Social Collaborations, Digital Images & Image Licensing, Ambassador Roles.

Social Media/Influencer Campaign/Destination Marketing -

- Posts, Reels & Stories on Instagram inclusive of clients @username, #hashtag and geotag.

- All images are available in high res images for social media use (with credit).

- Can be shared on other social media accounts such as facebook, pinterest & X.

User Generated Content

- Creating content for brands and business to use on their social media platforms, website and for promotion use.

Blog Post

- Blog Post on my website www.photographybyronbay.com.au of the campaign/trip, covering all destinations, activities, tours, accommodation and restaurants/venues, with links to all clients websites & social media accounts used on blog post.

- Blog post will be promoted, once live, through two Instagram posts and also Instastories, inclusive of clients @username and #hashtag and via, Facebook.

- The Blog post can also be used on the clients website.

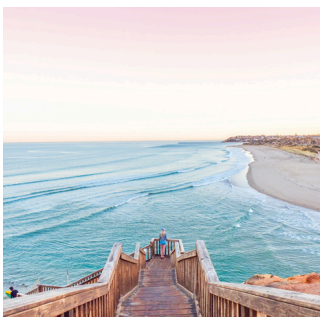
Commercial Photography

I am available for bookings to shoot your destination, brand, accommodation, activity, product, tour or business to provide you with High Resolution Images.


Digital Images & Licensing

- Joint copyright available on request for an additional fee for promotional use, website use etc.


* Please enquire if there is any service not listed here that you are interested in or for a quote, rates or to create a tailored package to suit your needs.



CONTACT

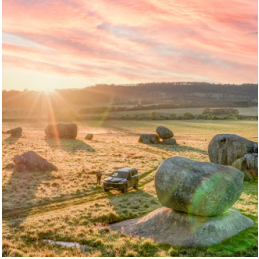
 0416 369 705

 hello@serajwright.com

 serajwright.com
photographybyronbay.com.au

A selection of clients I've worked with, featuring examples of commissioned campaigns and creative projects.

NEW ENGLAND
HIGH COUNTRY



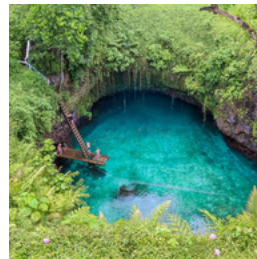
TAMWORTH
TOURISM



DESTINATION
TEKAPO NEW
ZEALAND



SAMOA TOURISM



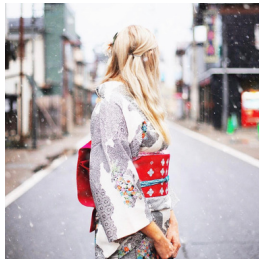
VANUATU
TOURISM



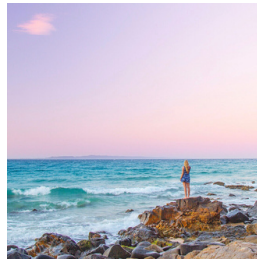
INTREPID TRAVEL
MYANMAR



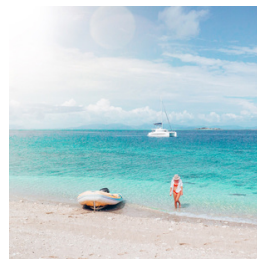
JAPAN TOURISM



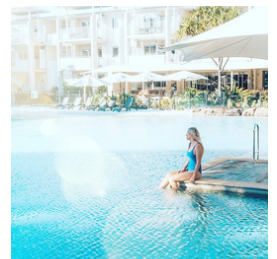
VISIT NOOSA



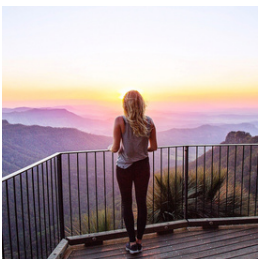
QUEENSLAND
YACHT CHARTERS



PEPPERS
RESORTS



O'REILLYS
RAINFOREST
RETREAT



WILDERNESS NZ



THRIFTY NZ



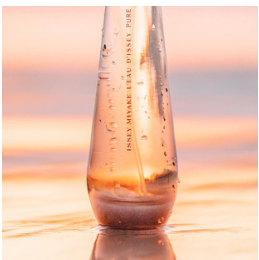
DUNEDIN
TOURISM NZ



CANON
AUSTRALIA



ISSEY MIYAKE



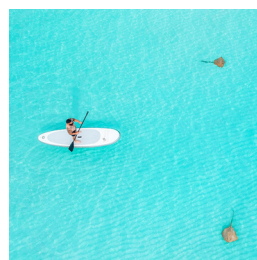
CHANGI AIRPORT
SINGAPORE



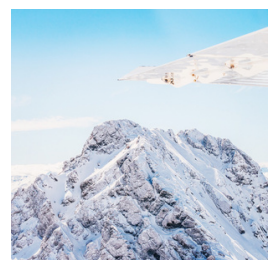
JOURNEY
BEYOND



TOURISM
WHITSUNDAYS



AIR SAFARIS NZ



TO VIEW PREVIOUS CAMPAIGNS AND WORK CLICK THE LINKS BELOW:

www.photographybyronbay.com.au/portfolio
www.instagram.com/serajwright

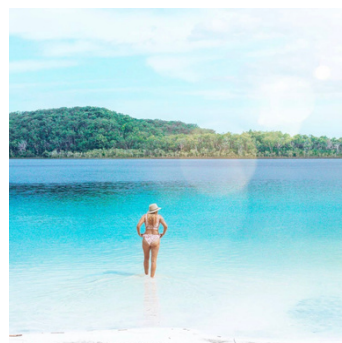
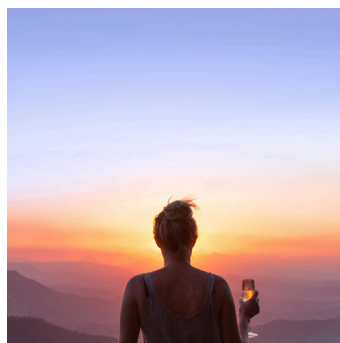
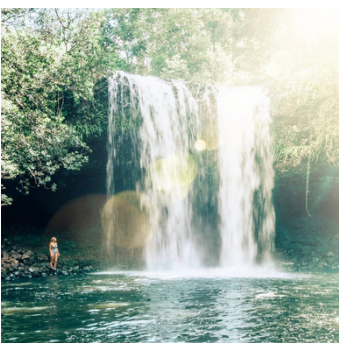
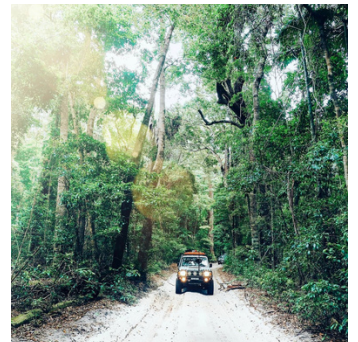
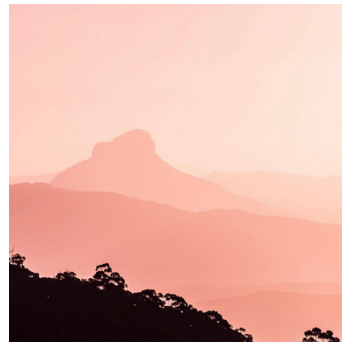
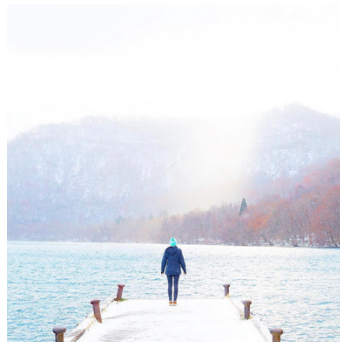
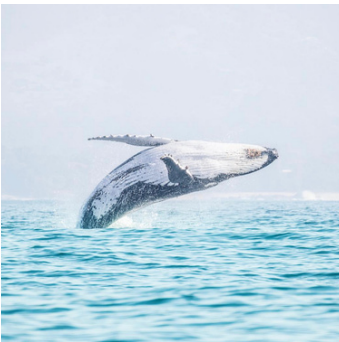
CLIENTS & CAMPAIGNS

- Tourism Australia
- Canon Australia
- Olympus Australia
- Pure New Zealand
(New Zealand Tourism)
- Samoa Tourism
- Vanuatu Tourism
- Japan Tourism
- Dunedin Tourism NZ
- Destination Tekapo NZ
- Qantas Travel Insider
- Air Vanuatu
- Changi Airport Singapore
- Intrepid Travel
- Singapore Airlines
- Silk Air
- Tigerair Australia
- Qantas Holidays
- All Trails
- Visit NSW/Destination NSW
- Journey Beyond
- The Seek Society
- Corona AU
- Ink Gin
- GSL Aviation
- Qantas Travel Insider
- Accor Hotels
- All Trails
- New England High Country
- Destination Tamworth
- Southern Downs and Granite Belt
- Atherton Tablelands
- Helloworld
- Tourism Whitsundays
- Visit Sunshine Coast
- Tourism Noosa
- Sunlover Reef Cruises
- Nautilus Aviation
- Wilderness NZ
- Air Safaris New Zealand
- Real Journeys - New Zealand
- Happy Glamper
- Lauren Bath Services
- Australian Reptile Park
- World Resorts of Distinction
- Hashtag Travel Society
- The Nature Conservancy
- Choice Hotels Asia-Pac
- Mantra Hotels
- Peppers Retreats, Hotels & Resorts
- Queensland Yacht Charters
- Milford Lodge
- Real NZ
- Hotel St Moritz
- Thirfty NZ
- Sinalei Reef Resort Samoa
- Le Legato Resort & Spa Samoa
- O'Reillys Rainforest Retreat
- Iririki Island Resort & Spa Vanuatu
- Holiday Inn Resort Vanuatu
- White Grass Resort Vanuatu
- Barrier Beach House Vanuatu
- Daydream Island Resort & Spa - Whitsundays
- Mantra Club Croc - Airlie Beach
- Mirage Whitsundays
- Mantra Trilogy - Cairns
- Mantra Circle on Cavill
- Pepper Salt Resort & Spa Kingscliff
- Isolation Bay - Lake Tekapo, New Zealand
- The Byron at Byron Resort
- Peppers Airlie Beach
- Cruise Whitsundays
- qtQT Gold Coast
- Mirumiru Bubbletent
- Hertz Australia
- Polestar

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www.instagram.com/serajwright



TESTIMONIALS

“We had the pleasure of working with Sera last year, and she went above and beyond to deliver amazing images and content for our client Thrifty. Her work exceeded expectations - providing high-quality imagery, engaging social media content, and strong brand visibility. Everything was professionally executed, with clear brand tagging and alignment. We would absolutely love to work with her in future and I would highly recommend her to anyone seeking high-quality travel and lifestyle content. **Addison Sherry, PR Manager at Campaign Lab - for Thrifty NZ Campaign**

As Australia’s first professional instagrammer, and someone who has had the opportunity to work with some incredible up and coming talent over the years, I feel like I am in a great position to weigh in on the merits of influencer marketing in this country and to make excellent recommendations. Sera Wright is someone that I have worked with on a number of occasions, in the capacity of 'travel influencer' on my own campaigns. Each time I have found Sera to be professional and high achieving, regularly going above and beyond on the deliverables and contributing a unique photography eye that I haven’t seen before. Clients have always been happy with Sera’s work; the impressions on her posts, active community engagement, beautiful blog and stunning gallery of images. I’d recommend her in a heartbeat.” **Lauren Bath, Australia's first Professional Instagrammer.**

“Sera was more than an absolute pleasure to work and travel with. The consummate professional at all times, and one of the most talented photographers I have worked with to date. We are continually searching for individuals that can capture a different angle, and bring the vibe of our Resorts to life via content. Sera seriously exceeded expectations in every way. A seriously talented lady who I will continually trust the visual branding of my clients with” **Tess Willcox, Founder - Slo Journ Studio**

“We wanted our new photoshoot to have an ethereal vibe; an aesthetic that transported people to our island paradise without having to sell it beyond the image. Sera captured our Resort in such a unique and wonderful light. We have consistently struggled to elevate the Resort to new heights with our imagery - which has always been stunning - but what Sera delivered was the heart and soul of our Resort via the lens. A truly captivating talent.” **Sose Annandale - Owner - Sinalei Reef Resort & Spa, Samoa**

