

## Relevant Employment

### Editor

— Build-it Brand X.Live (2023 – 2025)

Led editorial direction for a home renovation and construction news platform. Wrote news, features, sponsored content, video scripts, and SEO-optimised articles and hosted on-camera interviews for an audience of tradies, homeowners, and industry partners.

### Content Creator

— Down Under Ball YouTube Channel (2022 – *Present*)

Founded and produced an independent football channel focused on the Socceroos and Australian football. Responsible for filming, editing, publishing and promoting match vlogs with 500,000 views and 35,000 watch hours to date.

### Social Media Manager

— CareTech Plumbing and Gas (2020 – 2023)

Managed social media, marketing, and online presence for a local trade business. Developed copy and visual content for customer engagement and brand awareness.

### Copywriter & Client Manager

— Alpha Omega Performance (2018 – 2020)

Produced sales copy, lead funnels, and appointment-setting scripts for a marketing and performance agency. Managed clients and supported strategy development.

### Journalist/ Reporter

— News Corp Australia (2015 – 2018)

Worked across print and online newsrooms, including the Courier Mail and Quest Newspapers. Covered a range of topics from breaking news to sport, writing for both digital and print formats under daily deadlines.

### Social Media Specialist

— Hard Rock Cafe (2011 – 2015)

Created social media content and campaigns to promote events, live music, and brand. Supported marketing team with community engagement and promotions.

## Additional Experience

### News & Editorial Writing

- Quest Newspapers / Courier Mail/ Gold Coast Bulletin — *Reporter*
- The Advertiser Newspaper, Adelaide — *Reporter*
- Griffith University Student Elections — *Journalist*
- Let's All Play Football Magazine – *Writer*
- waterwaysnewsgoldcoast.wordpress.com – *Founder*
- goldcoastcampaigns.wordpress.com – *Founder*
- Quest Newspapers – *Internship*
- Courier Mail – *Internship*

### Video Production & On-Camera Work

- DownUnderBall — *Football match vlogs and commentary*
- ABS-CBN, Philippines – *Sports Panel Analyst: Gametime*
- ANC, Philippines – *Sports Panel Analyst: Gametime, Hardball*
- Courier Mail — *Website/ social media interviews*
- Channel Ten – *News broadcast Internship x 3*
- ABC – *News broadcast Internship*
- Channel Seven – *News broadcast Internship*

### Social Media & Digital Content

- Gold Coast United Supporters Club – *Social Media Assistant*
- Let's All Play Football Magazine – *Contributor*
- Brisbane Roar – *Media Department Matchday Assistant*

## Education

### **Griffith University (AUS) Bachelor of Journalism**

- Dual Major: International Relations and Politics
- Ossie Award Nominee – Best Use of Convergent Media
- Ossie Award Nominee – Broadcast TV Journalism
- Golden Mouse Award – Best News Website / News Broadcast Production

### **Varsity College High School (AUS)**

- OP 7
- English Subject Award

### **Meopham Sports College (UK)**

- 5 A-grade and 5 B-grade GCSEs
- Level II Sports Leadership Award
- Top of School – German Language Award

## References

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