



JOEL SMITH



DIGITAL & SOCIAL MEDIA CONSULTANT

#ABOUT

A passionate digital enthusiast with over ten years of experience, specialising in analytics, content and strategy. Excited and driven by the fast pace of the ever-changing digital world, resulting in a heightened knowledge of the latest trends in digital marketing tactics. Excellent communication skills and attention to detail for high-quality social media content, especially with high-profile sporting athletes. Analytical mind to delve deep into numbers, providing a foundation for future strategy.

#CAREER HISTORY

DIGITAL & SOCIAL MEDIA CONSULTANT

Joel Smith Digital | Jan 2020 - Current

- Clients include: AFL (Social Media Producer), Channel 7 Olympics (Senior Digital Producer), Roland Garros (Social Media Producer), LIV Golf (Social Media Manager), Australian Grand Prix Corporation (Digital Content Producer), La Cabra (Social Media, Website Rebrand, EDM's), Half Dome (Social Media Advertising), We Are Social (Copywriter), Grill'd (Paid Performance Manager)

DIGITAL & SOCIAL MEDIA CONSULTANT

Multiple award-winning UK digital sports agencies (Seven League, LiveWire Sport, WePlay) | Jun 2017 - Current

- Assisted Fulham Football Club's digital team to optimise content on all social media channels, including during match days
- Worked on FIFA's inaugural digital-only campaign as part of the 2019 Women's World Cup, including interviewing high-profile talent and capturing celebrity-led content
- Covered live events on multiple social media channels, live blogs and website including Channel 4's coverage of the 2017 World Para Athletic Championships and 2018 Winter Paralympics, HSBC Sevens World Series, Davis Cup, Fed Cup, Roland Garros, Wimbledon and World Boxing Super Series
- Contributed to NBA's global marketing strategy for 2020

SOCIAL MEDIA PRODUCER

Laver Cup | Sep 2017 - Current

- Created content for all Laver Cup social media channels including working directly with the tennis players
- Increased the Instagram account by 75.4K followers during the week of the 2019 event in Geneva

SOCIAL MEDIA MANAGER/FREELANCER

Tennis Australia | Oct 2014 - Current

- Worked alongside the Public Relations team to capture talent content, break news, report the feel-good stories and manage multiple online communities
- Increased all platforms social media audiences across both Tennis Australia and Australian Open by more than a collective 1,000,000
- Created and implemented the #AOSocialSuite during Australian Open 2016 and 2017 as well as executing an Instagram campaign which resulted in almost 1,000 entries
- Appeared on industry blogs such as Twitter, Mashable and Hootsuite
- Implemented a social media training course to Tennis Australia staff
- Created and implemented a social media style guide for the Australian Open 2017 social media team

ADDITIONAL EXPERIENCE: Social Media Community Coordinator for The Salvation Army Australia (Oct '12 - July '14) and Media Assistant/Social Media Representative for Mindshare Australia (Mar '11 - Oct '12)

#EDUCATION

BACHELOR OF JOURNALISM, MAJOR IN PR & MARKETING

Monash University | 2007 - 2010

*Recipient of the Global Environmental Journalism Initiative (GEJI) scholarship
- A six-month journalism exchange in Scandinavia

#PROFESSIONAL SKILLS

Copywriting
Community Management
Design: Adobe Photoshop (intermediate), Azzuu, Canva (expert), Logo Design, Slate, Social Media Platforms
Educating/Presenting
Electronic Digital Marketing: Mailchimp
Google Analytics
Influencer Marketing
Live-Clipping: Grabyo, Tellyo, WSC
Photography
Search Engine Optimisation (SEO)
Social Media Advertising: Google (YouTube), Meta, TikTok, X
Social Media Analytics: Native, CrowdTangle, Simply Measured, Spreadfast
Social Media Content: Native, Hootsuite
Social Media Strategy
Video Editing: Social Media Platforms, Adobe Premiere (intermediate)
Web Development: Elementor, Pulse, Sitecore, Squarespace, Wordpress

#PERSONAL SKILLS

Attention to detail
Communicator
Creative
Fast learner
Forward thinker
Leader
Motivated
Organised
Problem solver
Reliable and professional
Storyteller

#CONTACT



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#REFEREES

*Contact details can be supplied upon request.