

Josef Mather

Social Media Strategy • Content Creation

• Storytelling & Copywriting • Audience Engagement
• Campaign Delivery • Analytics & Reporting • Short-Form Video

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Social media and content professional with experience creating audience-focused campaigns, growing online communities and delivering content across digital, event and live environments. Strong background in storytelling, audience analysis and content creation, combining a Master of Digital Communication from QUT with hands-on experience managing social channels, developing campaigns and producing engaging content. Curious, creative and results-oriented, with a passion for understanding what resonates with audiences and turning ideas into meaningful engagement.

PROFESSIONAL EXPERIENCE

Social Media & Digital Content Lead

OLSC Queensland | Aug 2025 – Present | Brisbane

- Plan, create and manage end-to-end social media content across Instagram, Facebook and X for a 10,000+ audience, including event-based and match-day coverage capturing live atmosphere, fan engagement and key moments.
- Achieved 6% Instagram audience growth in under three months following platform relaunch through strategic content planning, cross-platform promotion and consistent on-brand publishing.
- Produce short-form video, photography and social-first content, developing creative concepts, captions and real-time coverage designed to drive audience engagement.
- Plan and deliver digital campaigns supporting venue partnerships, community events and promotional initiatives.
- Manage community engagement, responding to members and encouraging participation through targeted content and engagement strategies.
- Implement secure account governance by resolving platform access issues and improving account management processes.

Communications & Digital Media Coordinator

Risk 2 Solution Group | Aug 2024 – May 2025 | Brisbane

- Delivered digital communications and stakeholder messaging for protective security and governance conferences, supporting engagement between government agencies, industry leaders and security professionals.
- Managed live event communications, coordinating real-time updates, content capture and digital coverage across multi-day conferences.
- Delivered social media campaigns across pre-event promotion, live updates and post-event reporting, ensuring consistent messaging throughout the campaign lifecycle.
- Produced event communications including script writing, run sheets and formal proceedings such as an Acknowledgement of Country.
- Oversaw website updates, CMS publishing and event landing pages, ensuring accessibility (WCAG 2.2) and accurate messaging.
- Analysed campaign performance (reach, engagement, CTR and registration growth) and coordinated sponsor communications, contributing to \$10,000+ in confirmed sponsorship value.

Communications Officer

Citigroup | London

- Designed and implemented a new EMEA communications database to improve tracking, distribution and content traceability across markets.
- Supported internal digital and corporate communications across a global workforce of 350,000+ employees.
- Wrote, edited and distributed internal articles, newsletters and staff updates across regions.
- Collaborated across multiple time zones to ensure aligned and consistent corporate messaging.

ADDITIONAL EXPERIENCE

Journalism, Editing & Media Roles | Various

Developed, produced and published interviews, features and editorial content for various publications, strengthening audience analysis, story development, interviewing and content creation skills.

Head of Competitive Intelligence & Market Research | No Exclusions Ltd.

Led research and development for a startup aviation insurance company, analysing competitor practices and market trends to design a business model that addressed industry gaps and supported executive decision-making.

Customer Resolution & Communications Assistant | TUI / Crystal Ski Holidays

Handled customer communications and documentation, ensuring clear, timely responses to service issues and supporting smooth travel experiences.

EDUCATION

Master of Digital Communication | Queensland University of Technology

Graduate Certificate in International Relations | University of Queensland

Bachelor with Honours in Journalism | Southampton Solent University

KEY SKILLS

- Social Media Strategy & Audience Growth
- Content Ideation & Creative Storytelling
- Short-Form Video & Content Creation
- Community Engagement & Audience Development
- Campaign Planning & Content Delivery
- Live Event Coverage & Real-Time Content
- Copywriting & Creative Communication
- Performance Analytics & Content Insights
- Canva, Adobe Creative Cloud & AI-Assisted Content Tools