

Joshua Obisanya

Social & Content Marketing Specialist

Sydney NSW · 0493 910 216

joshuaobisanya@gmail.com

joshuaobisanya.com · linkedin.com/in/joshua-obisanya

British citizen · Full unrestricted working rights in Australia (Working Holiday 417)

Marketing and communications specialist with four years' experience across social media, content production and campaign delivery. Level 4 PR & Communications Assistant (distinction), with a First Class honours degree. Spent three years owning day-to-day social content for a UK-wide school sports and activity provider, where the brief was to communicate brand pillars consistently rather than chase reach — building the habit of working to brand strategy, not vanity metrics. Now in Sydney, producing event content for local venues and working brand-side in Australian retail. Takes content from concept through filming, editing, copy and publishing, without handoffs.

CORE CAPABILITIES

Social & content — strategy & management, content planning & calendars, brand storytelling, copywriting, community engagement

Production — videography, video editing & post-production, event content capture, fast-turnaround social assets

Campaign & comms — campaign planning & execution, PR & communications planning, brand voice governance, event marketing

Working style — stakeholder management, team leadership & training, end-to-end project ownership

TOOLS & PLATFORMS

- Premiere Pro
- CapCut
- Canva
- Meta Business Suite
- Mailchimp
- Hootsuite
- Google Analytics
- HubSpot
- Illustrator
- Excel & Word
- WordPress
- Surfer SEO

SELECTED WORK

Showreel, ClubHouse Sydney case study & Will & Co concept piece at joshuaobisanya.com

MARKETING & COMMUNICATIONS EXPERIENCE

Content Creator / Videographer — ClubHouse Sydney (Freelance)

Sydney · 2026 – Present

- Produce and edit video content for live house-party events across Sydney, translating high-energy experiences into platform-ready social assets
- Shoot and capture event coverage aligned to brand style and audience expectations, working within the venue's existing visual language
- Support online marketing and event promotion through fast-turnaround content delivered to short deadlines

Social Media Executive — Premier Education UK

United Kingdom · 2021 – 2024

- Owned day-to-day social content end to end — concept, filming, editing, copy and publishing — for a UK-wide school sports provider across Facebook, Instagram, TikTok, Twitter and YouTube, communicating brand pillars consistently rather than chasing reach
- Designed and led a 4-week PR campaign to increase young girls' participation in male-dominated sports, off the back of a Sky-commissioned study on the sport participation gap; ran fortnightly parent surveys and a structured 3-posts-a-week schedule across Instagram and TikTok
- Completed the Level 4 PR & Communications Assistant apprenticeship (ST0311, distinction) during this role

Marketing Assistant — Cambridge Regional College

United Kingdom · 2020 – 2021

- Supported planning and delivery of college open days for up to 500 prospective students and parents at a time
- During COVID-19, coordinated the shift to online open days — editing video and running livestream sessions for up to 50 attendees per course
- Wrote copy for the college's annual prospectus; created social assets in Canva and scheduled via Hootsuite

CONCURRENT EXPERIENCE IN AUSTRALIA

Roles held while on a Working Holiday visa, alongside freelance content work — brand-side retail and hospitality that sharpened customer insight and Australian market familiarity.

Store Supervisor — KSUBI, Sydney

2025 – 2026

Store Supervisor — Earls Collection, Sydney

2024 – 2025

Bartender — Hotel Ravesis, Sydney

2024 – 2026

Bartender — Makavelli, Sydney

May 2026 – Present

EDUCATION & QUALIFICATIONS

BA (Hons) International Tourism Management — First Class

University of Derby · 2016 – 2019

Level 4 PR & Communications Assistant (ST0311) — Distinction

Cambridge Marketing College · PRCA membership eligible · completed during employment at Premier Education UK

Level 2 Business Administration

Completed during employment at Cambridge Regional College

REFERENCES

Available on request.