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AWARDS

NETBALL AUSTRALIA (NSW)
Judy Dunbar Award for Community
Media Excellence

2014, 2015, 2016, 2018

SKILLS

DIGITAL MEDIA
SOCIAL MEDIA
COPYWRITING
VIDEO
PHOTO
WEB DESIGN/CMS
CONTENT STRATEGY
PROJECT MANAGEMENT
MEDIA PRODUCTION
MEDIA RELATIONS
STAKEHOLDER RELATIONS
STRATEGIC DEVELOPMENT
BRAND DEVELOPMENT



MATTHEW FINDLAY

Communications, content and social media specialist

EXPERIENCE

JOURNALIST (Six-month contract)

2021 -

AUSTRALIAN COMMUNITY MEDIA

A six-month contract role producing media content from conception to publication to tight, daily deadlines, capable of being repurposed across Western NSW's masterheads. A versatile role with a focus on broad, region-wide subject matter including emergency services, crime, health, politics and government with responsibilities also including commissioning photography and videography, social media and website management, strategic development and stakeholder relations. Specific, additional focus on digital platform, social media and SEO enhancement. Measured success in contributing to growth rates increasing since contract began.

DIGITAL AND CONTENT PRODUCER

2020 - 2021

MIDDLESEX UNIVERSITY LONDON

A versatile role encompassing all aspects of content production from conception to publication, within the Brand Communications and Content Team in the Marketing division. Performed almost-entirely remotely due to the coronavirus pandemic, main responsibilities include video and audio production, internal and external-facing copywriting, brand and strategy development, staff and stakeholder relations, and development and delivery of staff training programs. Key focus on website and social media curation and management, with added responsibility of managing social media in the Social Media Manager's absence. Measured success in leading to establish Spotify presence and first branded podcasts, contributing to the university's consistent top five ranking in UK-wide Edurank social media standings.

JOURNALIST; SUB-EDITOR

2013 - 2020

AUSTRALIAN COMMUNITY MEDIA

A wide-ranging role producing media content from conception to publication to tight, daily deadlines, capable of being repurposed across Western NSW's masterheads. Became a sport-specific role in later stages with responsibilities that, outside copywriting and sub-editing, included producing and commissioning photography and videography, social media and website management, strategic development and stakeholder relations. Measured success through award recognition and navigation of company restructures and digital transformation.

DIGITAL CONTENT STRATEGIST

2015 - 2020

SJR MEDIA

Primarily focused on the digital RugbyNews platform, the longest-standing independent rugby union publication in Australia. Performed almost-entirely remotely, main responsibilities included developing and delivering digital and social media strategies and producing aligning content to tight deadlines. Key focuses also included editing, photography, videography, website and social media management along with staff, stakeholder and budget management, with added responsibility to stand in as editor-in-chief where necessary.

EDUCATION

CHARLES STURT UNIVERSITY BATHURST

2010 - 2013

BACHELOR OF COMMUNICATIONS (JOURNALISM)
BACHELOR OF SPORT STUDIES