

BRANDON HIBBS

CONTENT CREATOR & MARKETING LEAD

Brisbane, QLD

0411 934 935

brandon@fitfocusmedia.com.au

fitfocusmedia.com.au

@fitfocusmedia

PROFILE

Founder-operator with five years running a fitness media business end to end - from concepting, filming and editing broadcast-grade content to **building and operating the ecommerce platform that sells it**. I left gym membership sales in 2021 to prove that content is the strongest lead engine in fitness, and built Fit Focus Media on that idea: **World Gym has been a retained client from the company's first months to today**. I work AI-first across production, marketing and development, and I'm now looking to bring an owner's mentality - commercial, hands-on, accountable to numbers - in-house to one brand.

5 yrsRUNNING A FITNESS
MEDIA BUSINESS**25+**FITNESS BRANDS &
SPORTS
ORGANISATIONS**4**COUNTRIES COVERED -
AUS, USA, ITALY, UAE**2021**WORLD GYM AUSTRALIA
- CLIENT SINCE

EXPERIENCE

FIT FOCUS MEDIA

LATE 2021 - PRESENT

Founder & Creative Director - Brisbane, QLD

- Grew a fitness content agency into a **national fitness media and pay-per-view broadcast business** - retained brand and social content clients alongside a live-event arm producing 17 ticketed events in 2025 and 19 in 2026 to date, spanning bodybuilding and combat sports for organisations including Natural Bodybuilding Australia, Fortitude Boxing, WNG, PGF and the Sports Nutrition Association - with **international event coverage across Italy, the US and Dubai**.
- **Designed and built the ecommerce/PPV platform myself** - ticketing and checkout, geo-blocking, account-share protection, and a photo/video gallery sales and delivery system - using AI-assisted development (Claude, Codex) after off-the-shelf platforms couldn't deliver the features required.
- Own the full production cycle: creative concepts, multi-camera filming, editing, graphics and live-broadcast delivery for products, facilities, athletes and events.
- Produced **athlete documentary projects and daily vlogs** for elite athletes across boxing and bodybuilding - up to Australian Champion (boxing) and Olympian (bodybuilding) level.
- **Directed contractor crews of up to 7** - briefing camera operators, editors and commentators - and have managed staff.
- Own and operate a **full cinema kit** - three Sony cinema bodies, cine lenses and production lighting: \$80k+ of equipment, available to bring to the role from day one.
- Delivered **content-led lead generation and social media management** across Instagram, Facebook, TikTok and LinkedIn for fitness brands including **World Gym Australia** (retained continuously since 2021), Sports Nutrition Association, Elite Health & Performance, Altered Nutrition and Performax Science.
- Ran every commercial function of the business: pricing, B2B sales and proposals, client management, marketing and customer support.

EARLIER EXPERIENCE

- 2021

Fitness First - Membership Consultant. High-activity gym membership sales: outbound prospecting, lead follow-up and in-club consultations. Left to found Fit Focus Media on the conviction that content is the strongest gym lead engine - then proved it with World Gym.
- 2019 - 2021

Customer Service Roles, United Kingdom - frontline service across multiple roles while living and working overseas.
- 2018 - 2019

Harvey Norman - Computer & Technology Sales. Consultative, target-driven retail sales.
- 2014 - 2018

McDonald's - Team Leader. Progressed from crew to leading shifts and training staff - first leadership role.

CAPABILITY MAP

A straight self-assessment: what I'd stake the role on, what I use regularly, and what I'm actively building.

CONFIDENT	COMPETENT	DEVELOPING
- Filming and producing video for products, facilities, customers and events - Product and website photography, retouched in Lightroom and Photoshop - Video editing and motion graphics in DaVinci Resolve - Ad concepting and creative direction - Social media management across Instagram, Facebook, LinkedIn and TikTok - Briefing and directing content producers and crews - AI-driven workflows for creative generation, ad variations and automation - End-to-end website and landing page builds - Shopify store management and product setup	- Shopify conversion optimisation and custom page builds - Ecommerce funnel design, from checkout flows to content delivery - GA4 setup, analysis and reporting - Meta Ads Manager campaign builds - Ad-to-landing-page message matching - Commercial reporting for owners and clients	- Google Ads campaign builds - Formal A/B testing programs and frameworks - Multi-channel ROAS and CAC reporting - Klaviyo and email marketing flows - Heatmap and session analysis with Clarity and Hotjar

EDUCATION

Self-directed and applied: continuous online education across production, digital marketing, web development and AI tooling - learned by shipping real products and campaigns.

WHY VERVE

Everything the content role needs - product and facility filming, fitout coverage, social management, ad ideation - is my current day job. On the marketing side I bring an operator's edge: for five years the funnels, checkout and analytics behind my own revenue have been mine to build and answer for, with AI doing the repetitive parts. I'm ready to do the same in-house for Verve.