

JOHN PATRICK PADUA

Communications & Marketing Professional | Content Creator | Digital Strategist

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PROFESSIONAL SUMMARY

Communications and Marketing graduate (UWA, December 2025) with six years of hands-on experience building Cirkall from the ground up into a creative media agency serving 200–310+ clients. Now working as a Presenter at Elevate Education, having spoken to 1,000+ students across Perth schools. Background covers the full mix — digital communications, social media strategy, content creation, multimedia production, stakeholder engagement, and community outreach. Knows how to tell a story, back it with results, and adapt it to the audience. Bilingual in English and Malayalam.

KEY COMPETENCIES

Digital Communications • Social Media Strategy • Content Creation • Copywriting
Multimedia Production • Photography & Videography • Graphic Design • Brand Identity
Stakeholder Engagement • Public Presentations • Website Management • Marketing Strategy
Publications & Promotions • Community Outreach • Adobe Creative Suite • WordPress & Squarespace

PROFESSIONAL EXPERIENCE

Presenter | Elevate Education

Feb 2026 – Present

Perth, WA

- Deliver study skills seminars to 1,000+ students across Perth schools on behalf of a national award-winning education organisation.
- Communicate complex concepts clearly and engagingly to diverse youth audiences in fast-paced school environments.
- Represent Elevate Education professionally across multiple school and community settings, maintaining strong stakeholder relationships.

Founder & CEO | Cirkall — Creative Media Agency

2019 – Dec 2025

Perth, WA

- Founded and operated a creative media agency for six years alongside full-time university study, growing to 200–310+ clients and \$4–5k/month revenue.
- Developed, implemented, and evaluated digital communications and marketing strategies across social media, websites, graphic design, photography, videography, and brand identity.
- Grew a Perth CBD café client from 300 to 900–1,000 Instagram followers with covers up approximately 50% in three months.
- Doubled a venue client's bookings from 20 to 40+ events per month in three months through targeted content and promotions.
- Grew a music artist's audience by 200+ followers through a reels-led content strategy, driving meaningful reach and engagement.
- Progressed from hands-on execution to a managerial role, leading a team of photographers, videographers, designers, and editors.
- Managed all client briefs, stakeholder engagement, invoicing, project timelines, and vendor coordination independently.

ICT Support Officer | Lumen Christi College

Feb 2017 – Dec 2021

Perth, WA

- Provided technical support across a large school's digital infrastructure, maintaining systems, networks, and hardware.
- Onboarded new users and managed transitions between digital user management systems.

- Liaised with the ICT Manager to ensure smooth operational delivery across the organisation.

COMMUNITY & VOLUNTEER EXPERIENCE

Department Secretary – Catechism | St Joseph Syro-Malabar Catholic Parish Perth 2020 – Present

- Manage all communications to 900+ students and families, writing and distributing weekly publications to staff and parents.
- Coordinate the annual Career Expo (500+ attendees) and Awards Ceremony (1,500 students), overseeing event promotion and stakeholder communications.
- Maintain student and staff databases; coordinate geographic class assignments for 900 registered students.

National Leadership Team | Jesus Youth Australia 2023 – Present

- Grew the organisation's Instagram from 300 to 2,800+ followers over three years through a strategic reels pivot and consistent content planning.
- Developed promotional materials, managed the Squarespace website, and led event communications for the Yes Lord conference (800 attendees).
- Promoted to an advisory capacity after training a successor — a deliberate handover focused on long-term community growth.

EDUCATION

Bachelor of Commerce — Marketing & Management | University of Western Australia Dec 2025

- Completed degree concurrently with founding and operating Cirkall (2019–2025).
- High Distinction in group marketing consulting project.

WACE — ATAR 89.15 | Lumen Christi College 2019

- Deputy Head Boy (2019) | Student Leadership Team (2014–2019).

TECHNICAL SKILLS & TOOLS

Digital & Social Media: Social media strategy & management, content scheduling, digital marketing, audience analytics

Certifications: Google Analytics Certified (April 2026)

Website Management: WordPress, Squarespace — content updates, page builds, site maintenance

Creative Software: Adobe Photoshop, Premiere Pro, Illustrator; professional photography & videography

Productivity: Microsoft Office Suite (Word, Excel, PowerPoint, Outlook)

Languages: English (fluent) | Malayalam (fluent) — bilingual

REFEREES

Available upon request.