

Tim Joynt

Digital Marketing, Brand Systems & Hospitality Operations

South West Western Australia

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Profile

Hands-on digital marketing, brand systems and hospitality operations professional with experience across hospitality, consumer brands, multi-site operations, digital transformation and creative execution.

I have spent much of my career building practical systems across multiple locations, brands, teams and customer groups. My background combines hospitality and guest experience, brand and digital strategy, content production, CRM/email systems, reporting rhythms, customer experience and operational follow-through.

I am comfortable working across the full marketing workflow: planning content, shaping brand voice, creating collateral, using AI and design tools, coordinating local content capture, improving customer touchpoints, managing deadlines and reporting clearly on what is working.

For the Warlu Way Group role, the focus is simple: build a useful rhythm, support the venues, create better content, use the right tools, and report clearly.

Role Fit Snapshot

- Multi-venue content planning and campaign coordination
- Hospitality, customer experience and venue operations background
- Social media planning, content calendars and publishing workflows
- AI-enabled copy, content, design and production support
- Adobe design, video and document production capability
- Website, landing page, funnel and digital asset development
- CRM, email marketing, customer database and reporting experience
- Print, signage, collateral and supplier coordination experience
- Practical, self-sufficient working style across multiple deadlines
- South West WA base with regional hospitality and tourism understanding

Selected Capabilities

Marketing & Content Execution

- Content planning, campaign calendars, brand messaging and promotional rhythm
- Social media content architecture, lead magnets, landing pages and conversion pathways
- AI-assisted copywriting, campaign planning, content repurposing and production workflows
- Email marketing, CRM journeys, database thinking and customer engagement tools
- Website, funnel and digital asset setup across small business and brand environments

Hospitality & Customer Experience

- Resort, events, guest engagement and venue operations background
- Understanding of customer journeys, service moments and local venue atmosphere
- Experience coordinating vendors, entertainment, events, schedules and on-site delivery
- Practical appreciation of how marketing needs to support trading, service teams and the guest experience

Multi-Site Brand & Operating Systems

- Experience building operating rhythms across multiple brands, countries and teams
- Strong ability to turn messy activity into repeatable systems, calendars, templates and reports
- Comfortable balancing local venue personality with wider brand consistency
- Experienced working with senior leaders while staying close to operational execution

Professional Experience

GlowRoom Digital

Founder & Director — Creative, Digital Strategy & Content Systems

Australia | 2025 – Present

GlowRoom Digital is a creative and digital strategy business focused on helping small businesses, entrepreneurs and creators strengthen their brand presence, content systems and digital infrastructure.

Built the business from concept into operational readiness, including brand positioning, website assets, visual identity, content architecture, payment/funnel infrastructure and client delivery systems.

Relevant work

- Developed brand positioning, messaging and service architecture for a digital-first creative business.
- Built digital infrastructure including domains, websites, landing pages, payment systems and funnel-ready assets.
- Created content frameworks, lead magnet concepts, website copy, service pages and campaign pathways.
- Used AI tools to support ideation, copywriting, content repurposing, campaign planning and efficient production.
- Developed social media strategy, content architecture and phased go-to-market planning for Surf Fit Pro.
- Produced brand and content assets across digital products, websites, eBooks, video and campaign material.
- Built practical systems to support remote delivery, client communication and repeatable project workflows.

Tools and platforms used

Adobe Creative Suite, ChatGPT/AI tools, Cloudflare Pages, Systeme.io, Stripe, Google Workspace, MS365, Notion, Trello, website and content production tools.

Bizibite

Owner / Partner — Business Toolkits, Digital Marketing & Startup Operations

Malaysia / Australia | 2019 – 2024

Bizibite developed practical business toolkits designed to help entrepreneurs, emerging leaders and organisations implement stronger business and operational practices.

Relevant work

- Led the setup and positioning of the business, including vision, offer structure and customer pathways.
- Developed and executed digital marketing activity across social media, targeted campaigns and lead generation.
- Built practical business content, toolkits and customer-facing materials.
- Managed business development, customer acquisition, strategic partnerships and commercial planning.
- Created internal systems for budgeting, resource allocation and delivery coordination.

Evolution Wellness Asia

Operations Director — Strategic Expansion Asia

Asia-Pacific | 2017 – 2019

Evolution Wellness was formed through the merger of Fitness First and Celebrity Fitness, creating one of Asia's largest wholly owned fitness and wellness brand networks.

Relevant work

- Supported a multi-brand strategy across different customer segments, brand identities and operating models.
- Led operational, customer experience, systems, project and digital transformation work across several Asian markets.
- Helped align brand processes, reporting systems and management tools across a large multi-location business.
- Implemented centralised access to real-time business performance metrics and core management tools.
- Supported scalable operating models for new brand and wellness concepts.

Relevance to Warlu Way Group

This experience is directly relevant to managing a portfolio of distinct venue brands. The core challenge is similar: keep each brand's own identity, but manage the planning, systems, reporting and customer experience through a clear operating rhythm.

Fitness First Asia

Operations Director & Human Resources Director, Asia

Asia-Pacific | 2009 – 2017

Senior regional role across Fitness First Asia, supporting brand growth, customer experience, people development, communications, digital systems and multi-location operations.

Relevant work

- Led brand, people, product, communication and operating system initiatives across Asia.
- Supported the development of mobile, CRM and customer engagement platforms for large member audiences.
- Helped create a new careers site supporting thousands of applicants across the Asia estate.
- Developed internal communication, learning and support systems across a workforce of more than 3,000 people.
- Contributed to significant market growth, improved operating systems and stronger brand consistency across multiple countries.

Fitness First Asia / Fitness First Thailand

Regional Operations Manager, Asia / Country Operations Manager, Thailand

Asia-Pacific | 2001 – 2009

Relevant work

- Managed multi-location operations, pre-opening planning, sales systems, customer service and venue-level execution.
- Led the establishment of regional operating structures across multiple countries.
- Developed a comprehensive seven-volume operations manual covering company induction, membership sales, front of house, administration, fitness, marketing, pre-opening operations and systems.
- Managed high-performing sales and service teams and supported major brand launches and pre-opening campaigns.

Earlier Hospitality Experience

Sheraton Grande Laguna Phuket

Corporate Business & Events Manager

Thailand | 1996 – 2001

- Event planning and coordination
- Client communication and relationship management
- Budget management
- Vendor coordination
- On-site event management

Yoho Beach Resort Taiwan

Preopening Design, Operating Facilities & Entertainment Manager

Taiwan

- Pre-opening design and operational setup
- Facility and supplier coordination
- Staff recruitment and team training
- Entertainment program development

Laguna Beach Club Phuket

Assistant Manager — Sports, Entertainment & Activities

Thailand

- Program development and coordination
- Guest engagement and experience management
- Team supervision and training
- Scheduling, logistics and activity planning
- Budgeting and resource allocation

Tools & Technology

Creative & Content

Adobe InDesign, Illustrator, Photoshop, Premiere Pro, After Effects, Acrobat Pro, OBS Studio, Keynote, Canva-style production workflows, AI-assisted content tools.

Web, Funnels & Digital Infrastructure

Cloudflare Pages, Systeme.io, Stripe, landing pages, website content, lead magnets, funnel assets, domain and deployment workflows.

CRM, Email & Reporting

Salesforce Marketing Cloud, Salesforce Sales Cloud, Salesforce App Cloud, Kit, Tableau, Excel, MS365, Outlook, Google Workspace.

Project & Workflow

Notion, Trello, TeamGantt, Smartsheet, Basecamp, MS Project, Monday.com, Teams, Zoom.

Education & Certifications

- Google Digital Marketing & E-Commerce Professional Certificate
- Google AI Essentials
- IBM Generative AI Engineering Specialization
- Google Project Management Professional Certificate
- Digital Transformation — University of Virginia
- Financial Modeling & Valuation Analyst — Corporate Finance Institute
- Certified Master Performance Coach — JMC Coach Mastery Academy
- Business Executive Program — IESE Business School Barcelona
- Master Music Production & Technology — Pointblank Music School, London
- Digital Music Production & Technology — School of Audio Engineering, Bangkok
- Wesley College, Western Australia

Licences & Checks

- Australian Manual C-Class Driver's Licence
- National Police Check — Clearance, January 2025
- HLTAID011 Provide First Aid
- HLTAID010 Provide Basic Emergency Life Support
- HLTAID009 Provide CPR

References Available on request.