

SHAMI SIVASUBRAMANIAN

+61 402 617 590

shaambavi.siva@gmail.com

Sydney, Australia

PROFILE

Shami is a digital communications specialist and former journalist with 14+ years across Australia's premier newsrooms, specialising in ensuring complex information reaches the public with clarity and precision. Her expertise spans the full communications lifecycle across legacy, digital and emerging platforms. At the core of her practice is the ability to identify the precise angle and medium to make critical messages clear, accessible and resonant. This is exemplified by her work at ABC News, where she pioneered the Instagram Reels strategy that went on to shape the organisation's broader short-form approach across TikTok and YouTube Shorts. She builds automated workflows and coded tools to help the entire team upskill and integrate best practice without friction, and to track statistical analytics to inform more intentional content choices. Shami's career is defined by her unique ability to cut through the noise: not by competing, but by creating the silence needed for what's essential to be simply heard. Outside the office, Shami is a concert-grade Carnatic vocalist, a certified Pilates instructor and has a passion for building custom apps. She recently returned from a sabbatical year in Paris and speaks fluent French, a potential advantage when engaging with Francophone Pacific partners.

EDUCATION

Masters in Media Arts & Production, UTS, 2014

Bachelor of Economics, USYD, 2012

Certificat de Langue Française (B1), 2023
Cours de Civilisation Française de la Sorbonne, Paris

AWARDS

Winner, Gruen Transfer's "The Pitch,"
University Edition 2011, (with *Team UTS*)

Judith Neilson Institute Grant Recipient
2021, (with *Backchat* radio team)

LANGUAGES

English (Native)

French (Professional fluency)

Tamil (Bilingual)

CORE STRENGTHS

Newsroom Editorial Judgment & Crisis Management: Defamation law-trained, managing legal thresholds, and maintaining safe-to-publish standards. Trusted to protect high-profile talent and handle digital fallout from internal and external PR crises. Moderating thousands of comments across multiple platforms concurrently, making rapid, high-stakes decisions that balance public sentiment, organisational risk, and editorial integrity. Performed in the context of breaking news and political coverage.

Translating Complexity Without Dilution: Proven ability to translate complex, jargon-filled, and culturally sensitive government directives into clear, accurate, platform and audience-specific digital content for general consumption. Emphasis on accessibility and that its purpose, relevance, and practical impact are immediately legible to the public. Seeks to "[fill gap in the conversation](#)". Identifies said gap via trend analysis and by keeping tabs on cross-platform chatter in the zeitgeist.

Digital Content & Social Media Strategy: Expert in crafting impactful written and digital content **aligned with organisational goals**, showcased by the development of best practices for short-form video content, including TikTok, at the ABC. Platform-agnostic approach to Instagram, TikTok, X, Facebook, LinkedIn, and WhatsApp. SEO-awareness to trigger LLM search results. Community management and comment moderation skills. Developed considered change **initiatives for legacy brands that preserve and leverage their gravitas** to embrace digital transformation authentically. **Data-informed decision-making** and reporting skills.

End-to-End Multimedia Production, Web Design, AI, & Coding Skills: Adobe Creative Suite (Premiere Pro, After Effects, etc) and ProTools. Master's degree in end-to-end film and media production. Building functional apps, automation scripts, and workflow tools (Python, JavaScript, cloud infrastructure). Designed systems adopted nationally at ABC News. Experienced in Graphic Design, EDM Layouts, and brand and event photography.

Culturally-Led Pacific Engagement: Speaks French at a professional B2 level, directly relevant to francophone Pacific engagement (New Caledonia, French Polynesia, Vanuatu, Pacific Islands Forum). NITV-trained in cultural-protocol-led journalism with First Nations communities; transferable to Pacific Island portfolios.

Stakeholder Engagement & Management: Extensive experience managing complex stakeholder relationships across internal divisions and with international partners to deliver major campaigns for events like the FIFA World Cup, The Eurovision Song Contest, and the National Census. Maintains trusted networks across newsrooms, government, international broadcasters, and community organisations, connections acquired throughout her career.

REFERENCES

The Hon Dr. Andrew Charlton MP

Cabinet Secretary & Assistant Minister for
Science, Technology and the Digital
Economy. Federal Member for Parramatta.

Email: andrew.charlton@aph.gov.au
Phone number: (02) 9689 1455

Gary Kemble

Social Media Lead, Emerging
Platforms, Quality and Capability
ABC News

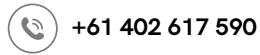
Email: kemble.gary@abc.net.au
Phone number: +61 458 247 853

Natasha Banks

Program Director, Day of AI Australia
Former Head of Operations, Future Women
Former Distribution Partnership Manager,
ABC News

Phone number: +61 401 479 000

SHAMI SIVASUBRAMANIAN



WORK EXPERIENCE

Campaign Volunteer - Australian Federal Election 2025 2025

Office of Dr Andrew Charlton MP, Federal Member for Parramatta | Cabinet Secretary,
Assistant Minister for Science, Technology and the Digital Economy

- Contributed ideas on campaign communications and policy framing during the 2025 federal election.
- Received positive feedback from Andrew Charlton on the value and relevance of my suggestions.
- Encouraged by Andrew to apply for ministerial adviser roles, reflecting his confidence in my skills and approach.

ABC News Digital Host: Social Media and Emerging Digital Platforms 2021-2023

Australian Broadcasting Corporation

- Created and launched viral news explainer series *Everything You Need to Know in 60s with Shami Sivasubramanian* within six weeks of joining, responsible for all scripting, filming, editing, graphics, etc: [Episode Links: EP1 • EP2 • EP3 • EP4 • EP5 • EP6](#)
- Pioneered the ABC's short-form video journalism strategy.
- Established organisation-wide best practice for Instagram Reels, TikTok, YouTube Shorts, and other emerging platforms that became the foundation of the national broadcaster's broader social video strategy.
- Architected innovative workflows and custom analytics tracking for Web Stories (a new interactive platform) to reduce the burden of change, recruiting teams from across divisions to streamline content delivery.
- Designed and implemented technical frameworks that transformed how breaking news was distributed across platforms and between teams.
- Led training sessions on digital integration and new workflow adoption.

Social Content and Community Management, SBS Australia + SBS Viceland 2015-2019

Special Broadcasting Service

- Worked on major digital campaigns for international broadcasts (Eurovision 2016-2018, FIFA World Cup 2018) working with cross-border stakeholders.
- Co-developed "[Here's What You Missed Last Night](#)" [Facebook video series](#) during the FIFA World Cup that engaged non-sports audiences and retained them for year-round viewership.
- Produced live content across multiple platforms, including live broadcasting, live-tweeting, and real-time content capture during events like the Sydney Mardi Gras Parade.
- Served as Interim Platform Manager for SBS Viceland, implementing a cohesive brand voice across all digital touchpoints.
- Developed strategic content pathways to transition audiences between platforms (between broadcast and on-demand) and across content verticals.
- **Indigenous Affairs & Community Reporting, NITV:** Navigated complex cultural protocols to deliver news to and about First Nations communities. Built trust networks with community elders and leaders to facilitate coverage of sensitive issues, including the digital engagement strategy for the landmark Australian reality series *Family Rules*.

Additional Political & Policy Experience

- **Co-host, Backchat (FBI Radio 94.5 FM):** A live weekly political analysis program involving interviews with federal and state politicians, Indigenous leaders, and community figures.
- **Political Reporter, Indian Link:** Covered state and federal politics affecting the Australian Subcontinental community, including interviews with Foreign Minister Julie Bishop and NSW MLC Daniel Mookhey.
- **Newspaper Reporter, The Bondi View:** Liaised with local councils and politicians, including the Mayor of Sydney, for stories on local government and policy.

Additional Media Experiences: Writer for *BuzzFeed* (viral content), Reporter for *BBC World Service*, and *Mamamia Women's Network*.

Early Career Foundations: Marketing Communications Intern (Bharti Airtel - 4G India launch), Editor for 250-page Cybersecurity PhD thesis, Junior Accountant/Cadet (Weston Woodley Robertson Chartered Accountants & Consultants)