Justin Camilleri

Brand / Social / Creative

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PROFILE

Marketing professional with experience across social media, brand marketing, creative development and sports marketing at Chiliz Group. Currently responsible for the day-to-day Fan Tokens X channel, combining content strategy, market-led storytelling, campaign delivery and community activity. Strong interest in brand strategy, creative direction and the practical use of AI, technology and automation to improve how marketing teams work.

EXPERIENCE

Jul 2026 - Present

SOCIAL - CURRENT

Social Media Specialist - Fan Tokens | Chiliz Group

- Own the day-to-day Fan Tokens X channel across strategy, copy, content planning, publishing and community activity.
- Develop market-led content around Fan Token price and volume movements, football moments, news and culturally relevant opportunities.
- Coordinate campaign delivery with design, partnerships, campaign management and wider marketing teams, translating briefs into platform-native content.
- Built the Fan Token Intelligence Hub from scratch and use AI extensively across research, ideation, analysis and workflow development to make content operations faster and more reactive.

Feb 2025 - Jun 2026

SOCIAL

Social Media Content Manager | Chiliz Group

- Developed and executed social content across Fan Tokens and wider Chiliz Group initiatives, including major sporting moments, partnerships and live-event coverage.
- Worked closely with creative and campaign teams to translate briefs into platform-native social content.
- Contributed to community management, content planning, copy development and performance analysis.

Jan 2024 - Feb 2025

BRAND

Brand Marketing Associate | Chiliz Group

- Supported brand strategy, creative development and campaign ideation across Chiliz and Socios.com, working closely with the Head of Brand and creative teams.
- Created and ran Brand Buzz, an internal creative-intelligence series curating standout global brand work for the wider marketing team.
- Managed coordination with AIM Sport for LED-related partner requirements, requesting assets and organising delivery across relevant activations.

Jul 2023 - Jan 2024

CONTENT

Digital Content Intern | Chiliz Group

- Joined on an initial three-month internship and was asked by the company to remain beyond the original placement.
- Helped develop engagement games and quizzes, social content and creative ideas, while supporting content calendars, research and wider day-to-day marketing operations.

IMPACT

+113.99%	+287.40%	+174.89%	5.20% -> 8.39%
Follower growth	**Total engagements**	**Video views**	**Engagement rate**
FAN TOKENS | X	FAN TOKENS | X	FAN TOKENS | X	FAN TOKENS | X

Six-month Fan Tokens X review comparing the second three-month period with the first. Results were achieved while the channel was jointly managed during that period.

PROJECTS

- **Fan Token Intelligence Hub** - **Owner**
  Built an internal intelligence system connecting market data, fixtures, news and alerts to surface content opportunities faster.
- **Fan Tokens Social Strategy** - **Strategy & execution**
  Developed the working strategy within the team framework, shifting the account toward more market-led, reactive and community-focused content.
- **Fan Tokens Solana & Base Campaign** - **Channel owner**
  Led Fan Tokens social execution for the omnichain expansion campaign, including creative direction, messaging and channel delivery.
- **Brand Buzz** - **Creator & owner**
  Created a recurring internal brand-intelligence series translating standout global activations into practical inspiration for the wider marketing team.
- **Chiliz Hero Film Concept** - **Concept owner**
  Developed the initial narrative and visual concept for a cinematic Chiliz brand film, with elements carried into the final production.
- **Paris Blockchain Week - Golden Chiliz** - **Concept contributor**
  Contributed ideas to an experiential activation concept that was developed internally and brought to life at the event.

EDUCATION

University of Malta

Bachelor of Commerce in Business, Enterprise Management and Marketing

Second Class Honours, Upper Division | 2023 - 2026

CORE CAPABILITIES

Brand strategy • Social media strategy • Content strategy • Creative direction • Campaign development • Sports marketing • Copywriting • Community management • Performance analysis • AI-enabled workflows • Marketing technology & automation • Cross-functional coordination

PLATFORMS & TOOLS

Platforms: X (primary), Instagram, TikTok, YouTube

Tools: ChatGPT, Gemini, Lovable, Typefully, Canva, CoinMarketCap API, Photoshop (basic)