

Resume of Josh Withers

📍 Ranelagh, Tasmania 📞 0411 849 404 ✉️ josh@withers.co 🌐 joshwithers.au



I am an entrepreneurial business operator, skilled communicator, and in love with the process. I've worked in trusted teams in broadcast and events for decades and built original wedding businesses from scratch.

My life's work sits at the intersection of creativity, logistics, law, and human connection.

I've led teams of independent creative professionals to deliver emotionally significant weddings and elopements in over twenty countries for over a thousand couples. I've consulted and educated a national population of marriage celebrants for over a decade. I've spoken to audiences of thousands, and worked with the Australian federal government on marriage policy and legislation. Most recently, I've focused on how small businesses—especially those in the wedding industry—can adapt their websites, content, and systems to remain relevant in a world shaped by artificial intelligence and large language models.

What I bring is not just experience, but ownership. I take responsibility for projects from idea to outcome, ensuring they're honest, meaningful, and effective. I'm weirdly passionate about being effective.

Core Competencies

- Team leadership and contractor management
- Strategic business development and operational execution
- Public speaking, event hosting, and media/podcast presentation
- Stakeholder engagement and government interfacing
- Legal compliance, policy advocacy, and industry representation in marriage and wedding industry
- Business systems design, automation, and client experience workflows
- Content strategy for search engine optimisation and AI/LLM discoverability
- Static (Jamstack) website development, platform architecture, and custom integrations

Professional Experience

Celebrant – Married By Josh

2009 – Present | Australia and International

Built a globally recognised wedding brand that has delivered over 1,000 ceremonies in more than twenty countries.

- Designed and delivered legally compliant, emotionally engaging, personalised wedding ceremonies
- Created planning frameworks, legal process automation, and client workflows now adopted across the celebrant industry
- Featured on national television and media including *Married at First Sight*, *Sunrise*, *Today Show*, *The New York Times*, and *ABC Radio*
- Consulted on brand strategy, voice, and delivery for other wedding professionals
- Actively redesigned web presence and content strategy to align with how artificial intelligence and natural language systems interpret websites

Co-Founder – The Elopement Collective

2015 – Present | Global

Full-service elopement planning business offering destination weddings for couples who want meaningful, intimate experiences without overwhelm.

Team Leadership:

- Led teams of creative contractors including photographers, videographers, florists, stylists, and musicians to deliver elopement packages around the world
- Curated high-performing teams for each elopement and managed them from booking through delivery
- Owned every elopement from start to finish: logistics, budgeting, creative briefing, travel, budgeting, vendor coordination, and final client delivery
- Developed consistent execution systems despite rotating teams, international logistics, and high-pressure environments
- Built a single-contact client experience where all operations are managed invisibly, but meticulously, behind the scenes

Co-Founder – Celebrant Institute

2018 – Present | Australia

Professional development, legal education, and advocacy for civil marriage celebrants.

Policy & Government Relations:

- Regularly engage with federal and state government departments, including the Attorney-General's Department and state registries
- Advocate for improved systems, legislative changes, and more professional industry standards
- Contributed to national policy development including the legalisation of remote witnessing of marriage paperwork
- Act as a voice for working celebrants in media, public discourse, and industry reform
- Meet with federal and state government stakeholders regularly to update on policy initiatives

Education & Systems:

- Built and maintain a knowledge base and educational membership platform for celebrants
- Deliver training, coaching, and content that connects celebrants to legal frameworks and business realities
- Spearhead all SEO and AI-aligned optimisation efforts for long-tail discoverability of training content and Certificate IV sales

Unpopular – Consultant and Creative Systems Builder

1998 onwards | Project-based

Strategy, content, automation, and marketing systems for wedding professionals, creatives, and niche local businesses.

- Design custom client workflows for onboarding, education, and delivery using Notion, Zapier, Airtable, and Make
- Build fast, human-friendly and algorithmically (SEO and AI) optimised static websites using Astro, Webflow, and GitHub-hosted frameworks
- Create and manage SEO content systems that align with how artificial intelligence interprets and recommends service providers
- Consult on voice-of-brand, sales language, and customer journey clarity for solo operators and service-based teams

Technology Editor & Breaking News Online Producer – Nine Radio Network

2012 – 2013 | Brisbane

- Created and delivered real-time news, talkback, and feature content across technology and current affairs
- Wrote, edited, and presented for both live radio and digital platforms
- Interviewed guests and managed segment production under daily deadlines
- Hosted and produced popular podcasts for the brand and off-brand.

Breakfast Radio Host + Broadcast Engineer – Southern Cross Austereo

2003 – 2012 | Regional Australia

- Hosted market-leading breakfast shows across regional Australia in Queensland, New South Wales, and Western Australia
- Managed and maintained technical infrastructure for broadcast, satellite, and studio environments on a national basis for the regional radio network
- Learned how to create high-quality content under pressure, with minimal resources and team, and lead production teams on-air and off-air

Speaking and Hosting

- Master of Ceremonies for hundreds of conferences, weddings, and music festivals, addressing crowds of thousands through to intimate gatherings of family
- Regular keynote speaker and trainer at wedding and event industry events, workshops, and conferences across Australia, USA, Europe, and New Zealand
- Known for warm, grounded delivery, clear messaging, and the ability to hold space for any room—whether a wedding, a conference, or a stadium

Education and Licences

- **Certificate IV in Ministry and Leadership**, 2009
- **Certificate III in Radio Broadcasting**, 2009
- **Commonwealth Authorised Civil Marriage Celebrant**, since 2009

Media Features

- *Married At First Sight* and *The Today Show* (Nine Network) plus *Sunrise* (Seven Network)
- ABC Radio Local and National, Hit Network Network, Triple J, KIIS, Nine Radio Network
- Pedestrian TV, Mamamia, The Guardian, Daily Mail, The New York Times, Courier Mail, Gold Coast Bulletin

Personal Note

I live in Tasmania's Huon Valley with my wife Britt and our two daughters, Luna and Goldie. I'm motivated by doing important work, creating change in the world, delivering value for others, not noise. I work hard, speak honestly, and stay focused on what matters.

References

References are available upon request.