

Johnny Tuivasa-Sheck

Instagram

Three years ago social media powerhouse Johnny Tuivasa-Sheck (JTS to his fans) was on a sharp trajectory in his career as a superstar league player, when he made a radical side-step – into digital content creation.

It's a decision he hasn't once looked back on, having amassed hundreds of thousands of followers across YouTube, Facebook and Instagram, and cemented his standing as a content king amongst his community of dedicated followers.

Johnny grew up as a rugby league prodigy in his tight-knit, sport-focussed Samoan family – he was just 14 years old when he was told that he had the potential to become the greatest rugby league player that the world has ever seen.

By his early 20s, Johnny Tuivasa-Sheck was a league sensation, – having played in the NRL from junior to elite level; his profile on the rise while playing for the Sydney Roosters. JTS was then signed by the Warriors in 2017 on a combined a second-tier playing contract.

However with his fast-tracked illustrious career came mounting pressure, and he found himself losing his passion for the game.

At the same time, a new interest was emerging; Johnny discovered an outlet for his overwhelming desire to entertain and engage his fans in a different way – through the connection of social media.

Johnny found himself making an impact off-field for the Warriors as their resident content creator at the club's fan engagement department, his film-making flair coming to the fore. His responsibilities include creating slick and hilarious videos to engage fans of the Warriors – and his viewership began to soar.

With his work in the digital space taking off, Johnny finally



outspoken

admitted to himself that rugby was never something he had truly wanted to do. He made the brave decision to hang up his boots and retire from footy at just 22, to make content creation his full-time career.

Ever since, Johnny has transferred his explosive talents on the pitch to digital media gold - his comedic video skits are his greatest skill, and he takes the reins - fully scripting, filming and editing himself.

His charisma, infectious humour and vibrant personality have helped him grow an enormous fan base across his Facebook, Instagram and YouTube pages. Closing in on 300,000 followers on Instagram alone, Johnny's engagement is near-unmatched, demonstrating a real connection to his audience.

He has created content for Burger King, Ubisoft, PlayStation, Hallensteins, RedBull, the Ministry of Health, and Auckland Transport.

A true creative, he's also very polite and humble, which makes him come across as very relatable to his followers. He is an exceptionally talented content creator with a clear ability to own briefs and work to deadlines.