

## SUMMARY

I am an experienced strategy director and creative leader, passionate about connecting consumers to brands, products and services through insightful and impactful marketing.

My capabilities include the development of in-depth brand, campaign, channel and content strategies based on insights and data, as well as the end-to-end management of creative development across traditional media, direct marketing, digital, content, and experiential. I also have a track record of nurturing and inspiring teams, driving new business growth, and implementing proven practices for improving productivity, utilisation, margin and growth.

My work has been recognised with over 150 awards including 10 x Cannes Lions, 6 x D&AD, 9 x Effies, OneShow *Best in Show* and shortlisted for a TV Week Logie (Australia's Emmy Awards). And I have helped lead creative advertising agencies to be ranked in the top 10 in their markets.

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## EMPLOYMENT HISTORY

### Strategist and Executive Creative Director Five by Five, Sydney

Aug 2023 – June 2024

Led development of insight-led brand planning and positioning, campaign and channel strategies, content marketing strategies, and the development and production of creative campaigns across all clients in all channels. Also drove company profile, and led new business growth with major account wins for Hydralyte and Group of 8 (Sydney Uni, Melb Uni, UNSW, ANU, UQ, UWA, Uni of Adelaide, and Monash).

Clients included BPAY, PayID, ConnectID, PayTo, Riot Games, Lenovo, Intel, and Apex Tools.

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### Lead Strategist and Executive Creative Director Momentum Worldwide, Sydney

Dec 2020 – Aug 2023

Led all strategy for all clients including brand planning, campaign and content marketing strategies, and digital innovations, as well as managing all creative campaign development.

Key achievements:

- Developed brand, campaign, and content marketing strategies for Nurofen, Heineken, Strepsils, Australian Associated Press, Wollondilly Tourism;
- Led new business acquisitions (3M, Arnott's, Wollondilly) to significantly increase agency revenue, and implemented workflow efficiencies to deliver healthier margin;
- Conceived, developed and produced content marketing for Nurofen and Careflight that appeared in 44 morning TV programs reaching 22.7m, reached another 24m with online video, and a further 3.86m Facebook users 7.6 times each;
- Developed innovative and groundbreaking content marketing strategy for AAP that resulted in +40% increase in reach and click-through response;
- Conducted consumer and category research to develop brand positioning and targeted content strategy with innovative and immersive channel integration for Wollondilly Tourism.

Clients included Heineken, American Express, Dettol, Arnott's, Nurofen, Gaviscon, Wollondilly Tourism, AAP, Pine O Clean, and more.

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**Strategy and Creative Consultant  
Here Be Monsters**

**Jan 2020 – Dec 2020**

Provided contract services in strategy, creative and content development for Indeed, Mable, Marriott Hotels, Qantas, Pure Life pet food, and Reckitt (E45 and Veet beauty products).

Key achievements:

- Developed strategy and content for award-winning, innovative Mable podcast for disability inclusion;
- Brand design, package design, and campaign development to successfully launch Pure Life premium pet food products in cluttered category, reaching 1.2m pet owners in 4 months.

**Executive Creative Director  
Edge, Australia**

**Aug 2016 – Dec 2019**

Managed creative development, production, and digital innovation for all client accounts in both Sydney and Melbourne, and was instrumental in brand planning and strategy development.

Key achievements:

- Developed brand, channel and content strategies for Virgin Money, Wattyl, Amazon Prime, Invictus Games, and Weight Watchers;
- Implemented new ways of working to improve utilisation, profitability, and expansion of business services;
- Led many new business wins (Wattyl, Virgin Money, Amazon Prime, Donut King, NGS Super, BASF, Community Co) to increase revenue and have the agency ranked in the top 10 indies in Australia, win high profile awards, and shortlist for Agency of the Year;
- Developed brand platform for Wattle, and strategy to gamify creative brand TVC to drive 6.5m online views, reach another 1m in social media, and quadruple average CTR;
- Conceived and developed brand platform, creative campaign, content and experiential to launch Invictus Games in Australia, resulting in 26.8m social media engagements, \$1.2m in free media, sold out all events, overachieved fundraising targets, viewed by 3.6m people, and nominated for a Logie;
- Developed content marketing campaign for Nulon motor oil that reached 3.1m car enthusiasts with 12.5m online views to achieve 46.5% uplift in sales value and 54.2% uplift in sales volume, and was recognised as Content Campaign of the Year;
- Developed interactive tech demonstration of AIMES system to secure major new business investments worth tens of millions of dollars;
- Conceived and developed PR and content campaign for Intuit Quickbooks that reskinned a single OOH billboard 100 times in 5 days to promote 100 small businesses for free.

Clients included AAMI, Amazon Prime, Suncorp, Virgin Money, Aussie, Freedom, Dymocks, Mitre10, VW, ThinkTV, Nulon, Donut King, Michel's Patisserie, BASF agri-pharma, and more.

**Creative Director and Innovation Lead  
Valtech UK**

**Aug 2015 – Aug 2016**

Led development of strategies for business transformation projects across both London and Manchester offices, and integration of digital dev capabilities with creative, UX and design.

Key achievements:

- Led business transformation strategy for Transport for Manchester to develop new revenue stream opportunities;
- Led hack-a-thon event with young techpreneurs to develop new product marketing opportunities for Lloyds TSB;
- Led creative innovation and development of new global CMS and consumer interface for Bupa Global Health.

**Executive Creative Director, Regional Creative Lead  
Wunderman UK****Dec 2012 – Jun 2015**

Led a large team of diverse skills across creative development, technology innovation, and production of advertising campaigns in all channels. Also mentored and connected all Creative Directors at fellow offices throughout EMEA to facilitate better collaboration and learnings.

**Key achievements:**

- Developed and implemented workflow processes to increase utilisation and productivity to help shift agency margin from loss to +11%;
- Instrumental in multiple new business wins (Shell, Virgin Media, The Sun, The Times) to double revenue, increase margin, and bring the agency to be ranked in the top 10 in London;
- Increased quality of creative output to win more awards than in the previous 4 years combined (including Cannes Lions), and shortlist for Agency of the Year;
- Developed content marketing campaign for Childhood Eye Cancer Trust that reached 69m people and directly saved a baby's life;
- Conceived and developed innovative guerrilla anti-Google campaign for Microsoft, achieving 1.5m site visitors, reach over 40m people, over £6m in free media, and over 1m new sales;
- Led tech innovations including hacking a Fitbit to work on a dog, a digital OOH that makes viewers invisible, park benches fitted with free wifi, data-fuelled live press ads, and hacking a competitor's advertising to circumvent legal restrictions.

Key clients included EDF Energy, Shell (EMEA), Microsoft, Xbox, Nokia, Jaguar, Landrover, Virgin Media, Childhood Eye Cancer Trust, The Sun, The Times, and GSK.

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**Executive Creative Director  
Wunderman Australia****Nov 2008 – Dec 2012**

Initially as Creative Director, then promoted to ECD across both Sydney and Melbourne offices, I led creative development, brand planning, strategy, tech innovation, and production.

**Key achievements:**

- Improved workflows and processes to increase utilisation and billability;
- Expanded agency offering through new and evolved capabilities from purely direct marketing to mainstream media channels, content marketing, and digital innovation;
- Instrumental for double-digit growth through many new business wins including Coca Cola, Pringles, Schick, Nestlé, Freeview, Australian Government, ACARA, and AD Instruments;
- Led the agency to be ranked No.4 in Australia, become the most awarded office in the global network of 110 offices, and shortlist for Agency of the Year four times.

Key clients included Microsoft, Nokia, Coca-Cola, Pringles, Schick, Nestlé, Freeview, ACARA.

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**Group Creative Director  
Saatchi & Saatchi, Sydney****Apr 2007 – Aug 2008**

Responsible for extending agency services with digital, direct, and promotional marketing across a portfolio of brands including Toyota, Lexus, Aussie, Emirates Airlines, Foxtel, and Old El Paso. My work won many local and international awards, including a Grand Prix finalist.

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**Senior Art Director  
BMF, Sydney****Nov 2001 – Mar 2007**

Responsible for adding below-the-line marketing to the agency's capability to deliver integrated campaigns for brands including BPAY, ING Direct, Tooheys, XXXX, Blackmores, and more. My work achieved many local and international awards, and multiple Agency of the Year awards.

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## OTHER EXPERIENCE

### Speaker

I am a professional public speaker and presenter who has given keynote addresses and seminars at marketing and tech conferences around the world, including New York, London, Santiago, Stockholm, Cannes, Sydney, and Melbourne.

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### Author

I am an award-winning author of fantasy, scifi, and dark fiction, with a published novel in bookshops.

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### Screenwriter and Filmmaker

I am an award-winning screenwriting and filmmaker with accolades at international festivals.

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### Adjunct Fellow and Executive Advisory Committee, Western Sydney University

Appointed adjunct fellowship to WSU School of Humanities and Communication Arts, and seated on the university's External Advisory Committee for Bachelor of Communications.

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## REFERENCES

### Richard Parker

Chief Strategy Officer  
We Are Social

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### Matthew Morgan

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### Christine Govas

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## AWARDS

### Cannes Lions

1 x Effectiveness Gold  
 1 x Gold  
 2 x Silver  
 6 x Bronze  
 7 x Finalists

### OneShow

1 x Best in Show  
 1 x Gold  
 1 x Silver  
 2 x Merits

### D&AD

7 x Wood

### Effies

4 x Gold  
 3 x Silver  
 2 x Best of Year

### Won Report

No.3 World's Best Direct Campaigns  
 No.3 World's Best Direct Campaigns  
 No.9 World's Best Direct Campaigns

### Clio

1 x Silver  
 1 x Finalist

### New York Festivals

1 x Grand Prize

### UK DMA

4 x Gold  
 2 x Silver  
 1 x Bronze  
 6 x Finalists

### Spikes Asia

2 x Gold  
 2 x Silver  
 1 x Bronze

### Digital Media Awards

APAC Creative of the Year

### MAA Globes

3 x Gold  
 1 x Bronze

### Digital Asia Festival

Agency of the Year (Wunderman)  
 Brand of the Year (Coca-Cola)  
 3 x Gold  
 2 x Finalists

### Caples

1 x Gold  
 6 x Silver  
 7 x Bronze  
 12 x Finalists

### ADMA Awards

Outstanding Achievement  
 Marketer of the Year Finalist  
 1 x Grand Prix Finalist  
 2 x Gold  
 12 x Silver  
 20 x Bronze  
 7 x Finalists

### Mumbrella Awards

Content Campaign of the Year

### AdNews Awards

Direct Agency of the Year (BMF)  
 Highly Commended Agency (Wunderman)  
 Campaign of the Year (Blood Service)

### B&T Awards

2 x Direct Agency of the Year Finalist (Wunderman)  
 Agency of the Year (BMF)  
 Direct Agency of the Year (BMF)

### Screenwriting and Film Festivals

Official Selection, FICMA (Spain)  
 First Place, Page International (UK)  
 First Place, NYC Midnight (US)  
 First Place, NYC Midnight (US)  
 Eighth Place, NYC Midnight (US)  
 Semi-finalist, FICIE (Spain)  
 Official Selection, New Animation (US)  
 Winner, Awardeo (US)  
 Winner, TMFF Screenwriting (US)  
 Nominee, Awardeo Trailer (US)  
 Official Selection, TMFF (US)  
 Official Selection, TMFF (US)  
 Official Selection, Summer Slam (US)  
 Official Selection, Summer Slam (US)  
 Official Selection, Locomoción (Mexico)

Plus **Echo, CMA, IAB, Global Awards, Astra Awards, AMCP Photography Awards, AME, APMA Star Awards, Shorty, Australian Media Awards, Trampoline Photography Awards** and more