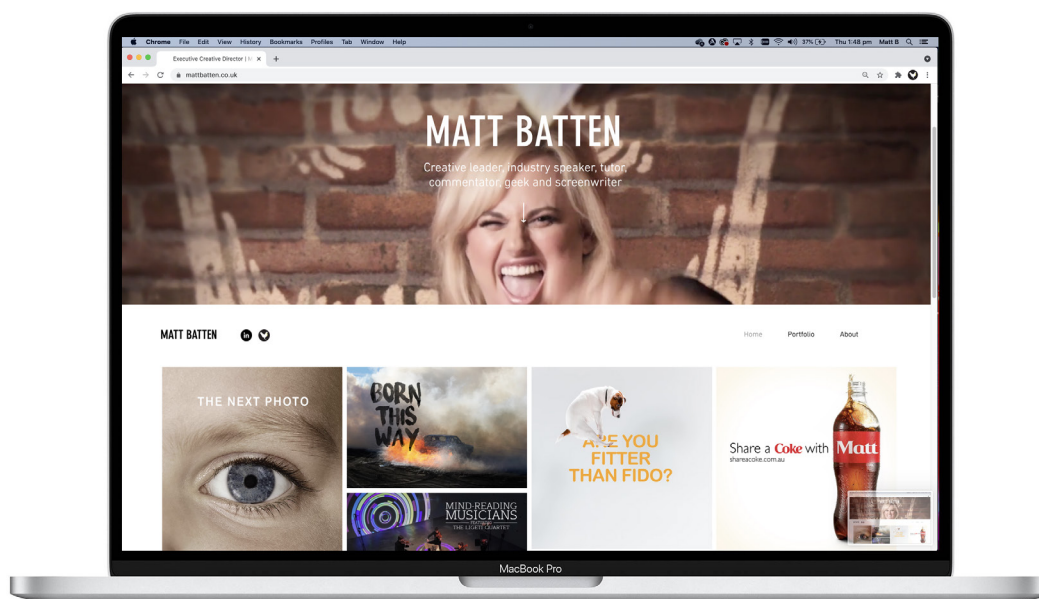


THE SHORT VERSION

I am passionate about connecting consumers to brands and organisations through insightful and distinctive marketing and advertising. Beyond my proven experience as a Creative Strategist in developing brand, campaign, channel and content strategies, as well as oversight of creative campaigns across traditional, direct marketing, digital, content, and experiential, I have a track record of nurturing and inspiring teams, driving new business growth, and 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.

I am also an award-winning screenwriter, filmmaker, published author, and advisor to a major Australian university for their marketing degrees.



THE LONG VERSION

Executive Creative Director and Strategist Five by Five, Sydney

Aug 2023 – June 2024

Responsible for management of development and production of creative campaigns, brand planning and positioning, campaign and channel strategies, and content marketing strategies. I also improved workflow processes, built company profile, and led new business growth including wins for Hydralyte and Group of 8 (Sydney Uni, Melb Uni, UNSW, ANU, UQ, UWA, Uni of Adelaide, and Monash).

Key clients included finance/fintech (BPAY, PayID, ConnectID, PayTo), gaming (Riot), technology (Lenovo, Intel), and education

Executive Creative Director and Strategist Momentum Worldwide, Sydney

Dec 2020 – Aug 2023

Responsible for all strategy and creative development for all clients, brand planning, campaign and content marketing strategies, and innovation. Also streamlined workflows and processes, managed and raised company profile, and led growth through diversification of services and leading multiple new business wins including AAP, Wollondilly, and 3M.

Key clients included alcohol/beverages (Heineken, Brown Forman), finance (American Express), tourism, and news media.

Strategy and Creative Consultant Here Be Monsters

Jan 2020 – Dec 2020

Impacted by the pandemic, I provided contract services in strategic, creative and content development directly for brands in tech/recruitment (Indeed, Mable), tourism (Marriott Hotels, Qantas), and FMCG/pharmaceutical (Reckitt).

Executive Creative Director Edge, Australia

Aug 2016 – Dec 2019

Spanning both Sydney and Melbourne offices, responsible for management of creative development, production, and digital innovation. I was also instrumental in brand planning and strategy development across major accounts, and implemented new ways of working to improve utilisation, profitability, and expansion of business services. Led many new business wins to have the agency ranked in the top 10 indies in Australia, win high profile awards, and shortlist for Agency of the Year.

Key clients included insurance (AAMI, Suncorp), finance (Virgin Money, Aussie), retail (Freedom, Dymocks, Mitre10), media (Amazon Prime, ThinkTV), automotive (VW, Nulon), FMCG (Donut King, Gloria Jean's, Michel's Patisserie), agri-pharma and B2B.

Creative Director and Innovation Lead Valtech UK

Aug 2015 – Aug 2016

Spanning both London and Manchester offices, responsible for creative tech innovation, integration of agile practices across departments, and development of strategies for business transformation projects.

Key clients included insurance (Bupa), government/transport (Transport for Manchester), and finance (Lloyds TSB).

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

Responsible for management of a large and broad team across creative development, technology innovation, and production for all media channels, digital, and social. I was also instrumental in streamlining workflows and processes, building company profile, rapid growth through multiple new business wins to double revenue, and bring the agency to be ranked in the top 10 in London, win more awards than in the previous 4 years combined (including Cannes Lions), and shortlist for Agency of the Year.

As Regional Creative Lead, I mentored and connected all Creative Directors at fellow offices throughout EMEA to facilitate better collaboration and sharing of learnings.

Key B2C and B2B clients included utility (EDF Energy, Shell), tech (Microsoft), automotive (Jaguar, Landrover), media (Virgin Media, The Sun, The Times), and pharma (GSK).

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

Initially as Creative Director, then promoted to ECD across both Sydney and Melbourne offices, responsible for management of creative development, tech innovation, production, brand planning and strategy development in B2C/B2B media channels, digital, and social. I streamlined workflows and processes, enhanced company profile, expanded capabilities into mainstream media channels, was instrumental for double-digit growth, and many new business wins. Led the agency to be ranked No.4 in Australia, become the most awarded office in the global network, and shortlist for Agency of the Year four times.

Key clients included technology (Microsoft, Nokia), FMCG/beverages (Coca-Cola, Pringles, Schick, Nestlé), media, and B2B.

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

Responsible for expansion of agency capability into integrated, digital, and direct marketing through the creative development of marketing campaigns across a portfolio of brands including automotive (Toyota, Lexus), finance (Aussie), travel (Emirates Airlines), and beauty. My work won many local and international awards, including a Grand Prix finalist.

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

Responsible for expansion of the agency's capability into integrated, digital, and direct marketing through the creative development of B2C and B2B marketing campaigns across a portfolio of client brands including finance (BPAY, ING Direct), alcohol/beverages (Lion, Tooheys, XXXX), pharma (Blackmores), FMCG, and media.

My work brought the agency many local and international awards, including multiple Agency of the Year awards.

**Art Director
Saatchi & Saatchi, Sydney****Jul 2000 – Nov 2001**

After ranking in the top ten of Australia's renowned AWARD School, I was promoted to a Creative role as Art Director, responsible for helping build the agency's digital and direct marketing services through the development of B2C and B2B campaigns in multiple channels for a portfolio of client brands including insurance (NRMA), media (Foxsports, NRL), automotive (Toyota, Castrol, NRMA), and beauty (Pantene, Olay).

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.

Author

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

Screenwriter and Filmmaker

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

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.

REFERENCES

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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

Oustanding 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