

Professional summary

Creative Lead with over 20 years experience in the advertising industry both agencies and in-house. 8+ years experience building and leading high-performing, multi-skilled creative teams delivering high-impact campaigns across print and digital. Adept at managing and developing brands with compelling creative and visual narratives. Passionate about elevating brand storytelling through customer-centric strategies. Experienced at influencing stakeholders and client buy-in through strong communication and pitch skills.

Areas of expertise

- Brand management and development
- Creative direction & conceptualing
- Campaign execution & project management
- Copywriting and art direction
- Photography & motion direction
- Team leadership
- Stakeholder relationship building
- Social content strategy and creative

Technical skills

Adobe Creative Suite (Photoshop, Illustrator, InDesign and After Effects)  
Figma  
AI image generation tools  
Workflow management software

Career summary

Creative Lead	Telstra in-house Studio	July 2019 to December 2024
Creative Lead	WooliesX	July 2016 to May 2019
Freelance Art/Creative Director	(Various agencies)	April 2015 to July 2016
Deputy Creative Director	Saatchi & Saatchi Sydney	March 2012 to April 2015

Professional experience

Creative Director | Telstra in house Studio

July 2019 to December 2024

Lead a team of designers, copywriters and motion designers to produce high-quality creative content across digital and social channels. Setting the creative vision, ensuring brand consistency, and pushing for innovative storytelling that resonates with audiences. Provide strategic direction, oversee concept development, and collaborate with stakeholders to align creative output with business goals. Close mentorship with my team fostered a culture of fearless creative thinking to deliver engaging and impactful visual content.

Achievements

- Awarded the Telstra Best Team Award in 2021 by consistently delivering high-quality outputs across BAU trading activities, mandatory communications, and integrated creative projects in collaboration with our external brand agency.
- Enabled Telstra Studio to expand from 11 to 38 team members and consolidate external agency work, saving approximately \$10m annually.
- Spearheaded the creative chapter sessions to showcase work, present upcoming briefs, and highlight global best-in-class examples, fostering a culture of creative thinking.
- Uplifted creative outputs by mentoring the team into strategic, customer-focused thinkers and creating an environment that prioritized creative opportunities.
- Addressed challenges of remote work by transitioning the team to Figma, facilitating cloud-based collaboration to maintain consistency and transparency across projects.
- Positioned the team as an extension to the brand agency delivering on creative campaign integration.

## **Creative Lead | WooliesX**

July 2016 to May 2019

Supervise a multidisciplinary creative team in a dynamic, fast-paced retail environment, producing engaging campaigns for Everyday Rewards and its key partner brands. Deliver timely and targeted offers through the right channels, digital and in-store utilising a highly personalised data engine.

### **Achievements**

- Oversaw the evolution of the Rewards Loyalty program from an email-based communications platform to a fully integrated multi-channel system, including email, programmatic, social and display, digital wallet, Gmail promotions, YouTube, and a digital hub.
- Contributed to the Rewards Program's success since joining in 2016, achieving 25% yearly incremental memberships.
- Played a key role in the Rewards program's success, accounting for over 20% of Woolworth Supermarket's revenue within 2 years.
- Recruited a team of 6 skilled professionals, including copywriters and designers with motion expertise, within 6 months, expanding Everyday Rewards into new channels..
- Demonstrated expertise in combining customer data with creative executions, resulting in doubled membership within 2 years and building a competitive portfolio of partners to challenge Flybuys.
- Transitioned from a creative agency background into a data-driven marketing space, gaining expertise in personalised channels to engage customers with the right offer.
- Acted as Brand custodian for all program deliverables, multi-channel.

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## **Freelance Art/Creative Director**

April 2015 to July 2016

Functioned as part of the creative team and as a solo creative, showcasing proficiency as a collaborative team member and independent creator to adapt to various needs and timelines. Collaborated with a variety of mainstream agencies and digital hotshots in pitches and through-the-line campaigns, driving creative strategy and execution across traditional, digital, and experiential channels.

### **Achievements**

- Part of a 6 person in-house studio delivering High-end design and campaign work for The Star Casino and it's on site restaurants
- Won two consecutive pitches in a 3 week assignment for Reborn digital agency.
- Won a pitch for Volvo retail at (formerly) WhiteGREY during a two week assignment.

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## **Deputy Creative Director | Saatchi & Saatchi**

March 2012 to April 2015

Hands-on creative primarily on the Big W account creating engaging multi-channel campaigns for the different retail events in the Big W calendar. Developing creative and concepting across full-vertical spectrum from TV to catalogue, web advertising and in-store retail signage. Also worked on briefs and pitch work for the roster of Saatchi clients including St George, Cadbury, Toyota, OPSM, RSPCA and NIB scoping TV, print, experiential and digital in the retail space .

## Achievements

- Built the Big W brand to elevate against rivals Target and Kmart.
- Created the Total Toy Domination campaign that toppled Target's 10 year sales figure dominance in the July Toy Sale event. This event accrues the highest revenue of the year for discount department stores as layby accounts for a large portion of Christmas sales. Further building that brand dominance with a sequel the following year.
- Won effectiveness awards in the retail catalogue category.
- Built strong, long-lasting relationships with the Big W marketing team across all it's product categories.
- Developed a very successful catalogue briefing process with the Big W team pf product buyers to ensure creative representation was in the initial stages of each catalogue to ensure YOY sales met targets and customer experience and creative execution was part of the full journey.

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## Additional professional experience

Creative Head	Ideaworks, Sydney
Creative Director	Tribe Advertising, Sydney
Freelance Art Director	Saatchi & Saatchi/JWT/Luxottica/Adcorp, Sydney
Senior Art Director	Saatchi & Saatchi, Sydney

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## Education

Bachelor of the Arts in Graphic Design	London College of Communication
National Diploma in Typographic Design	London College of Communication
Foundation Arts diploma	Camberwell School of Art, London

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## Awards

AWARD Finalist - Direct marketing category

EFFIES Gold - Retail category - Best catalogue award

One Show Gold - Healthcare category

References are available upon request.