

DM

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WORKHISTORY

KPMG New Zealand

www.kpmg.co.nz

Auckland, NZ

2018- present

CREATIVE LEAD

- Provide strategic direction for the Creative Team based in both Auckland and Wellington
- Design, layout and production of print, digital and social promotional materials used across a variety of mediums and channels
- Delivering campaigns, sales material, sponsorships, partnerships and events
- Setting up content arm within KPMG and increasing efficiency in deliverables

Green Cross Health

www.greencrosshealth.co.nz

Auckland, NZ

2015-2018

DESIGN MANAGER

- Guardian of all things brand within the Green Cross Health group - including Life, Unichem, Living Rewards, The Doctors and Green Cross Health
- Mentoring a small but very busy design group
- Presenting UX/UI concepts and designs to internal stakeholders
- Liaising with external stakeholders - including frontend developers, photographers, stylists, CEO's, executives and many more
- Building an inhouse content studio, with audio & visual, lighting and editing
- Designing and building design software for franchisees to access
- Training in-house team to align with KPI's

Postie Plus

www.postie.co.nz

Auckland, NZ

2014-2015

ART DIRECTOR

- Full ownership of creative work developed by graphic design team ensuring brand consistency across work
- Manage team performance to ensure all production deadlines are met. Establish strong relationship with agency, working cohesively on campaigns together
- Responsible for art direction all brand (shoot, design, artwork)

Mahlab Media

www.mahlabmedia.com.au

Sydney, Australia

2013 Content Marketing
Agency of the Year, finalist

2012-2014

HEAD OF DESIGN

- Strategic design lead
- Pitching to new clients with managing director and Group Content Manager
- Being on the front foot when delivering highly creative concepts to big brands
- Conceptualizing and creative direction for magazines, photo shoots, and design team. Briefing photographers and free-lancers & sourcing of location shots (both studio and location shots)
- Creative direction of printed and digital titles like Giftrap, Insurance Risk Brokers, Mortgage and Finance Brokers Credit Advisors and more
- Managing a team of nine designers and outsourcing (when needed) to freelancers

EDUCATION

Macleay College

Diploma in Advertising
(Sydney)

Sydney Church of England Grammar School

LITTLE EXTRA

HTML, CSS & Web

Design Circuit

General Assembly

New Zealand

Certificate in Business

(First Line Management)

(Level 4)

GREAT

Indesign

Photoshop

Illustrator

After Effects

Adobe Premiere

GOOD

HTML5 & CSS

Sketch

EDM clients

Sublime Text

REFERENCES

Supplied on request

PREVIOUSCLIENTS

Woolworths 

life 
Pharmacy

Unichem⁺

Postie⁺

