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## EMPLOYMENT HISTORY

**July 06 - Current**

### **Art Director / Designer Studio912**

Studio912 is a Singapore based design studio created primarily to handle BTL projects for Beiersdorf Singapore. Approached by director to take partnership role in the business.

#### Role

- Consultation, Art Direction, Copy Writing, Production Management, Event Management, Account Management
- Brand Identity & Design
- ATL & BTL Advertising, Marketing & Promotional Material
- Interactive Design & Production
- Website Design
- Digital Photo Retouching

#### Key Achievements

- New business development to expand client base and scope of work
- Successful BTL campaigns and events for Nivea
- Branding identity consultation for Nivea, Philip Morris & re-branding projects for Watsons
- Design make-over for Nippon Paint catalogue
- Expansion into interactive projects and web design
- Asia Pacific web/online projects for Red Hat

**Jan 05 - July 06**

### **Freelance Art Director / Designer / Copy Writer**

Moved to Singapore. Freelance design projects for various Urban One clients and local agencies.

#### Role

- Freelance Art Director / Designer

#### Key Achievements

- Freelance work for Saatchi & Saatchi worked on and launched UOB ATL campaign, UOB cards ATL and Subaru campaigns

**July 00 - Ongoing    Director - Urban One | Creative**

Urban One is a boutique design studio launched in late 2000. Since its inception it has built a strong base of clients including corporate, hospitality & hotels, manufacturing, automotive, dot com, start up companies and advertising agencies.

## Role

- Consultation, Art Direction, Copy Writing, Production Management
- Brand Identity, Marketing & Promotional material, Packaging - predominately print material
- Interactive Design & production consultation
- Account management

## Key Achievements

- New business development, sustainability of long term client base and steady annual business growth
- Successful pitch for Holyoake Australia and New Zealand new business. Re-branding exercise for Australian and New Zealand offices. Stage one of the development led to improved market appeal with increased sales of Holyoake products in both countries
- Development of freelance relationship with Leo Burnett to design specialty print & branding material

**Jan 96 - July 00    Account Director / Studio Manager / Art Director / Copy Writer - Smart Creative Melbourne**

Approached by Smart Creative to improve management systems and new business development.

## Role

- Management of creative team of 5 designers and 2 freelance copywriters
- Art Direction/Copy writing for corporate and retail TVC, Print, Outdoor & Web
- Client servicing and strategic planning

## Key Achievements

- Building agency profile with diverse client portfolio including automotive, online enterprise, fashion, hospitality and property
- Successful pitch for Volvo campaign over Euro RSCG and subsequent campaign success for Volvo S40 campaign with highest ever nationwide new customer enquiries
- Increased agency billings 120% over 3 years
- Successful launch of Volvo 'Bilia Hawthorn' dealership. Bilia awarded 'Dealer of the Year' '97, '98 & '99
- Successful campaign to launch and market seek.com.au currently ranked Australia's No.1 online employment site

**Nov 95 - Nov 96****Freelance Work**

- Freelance work as Entertainment Director 'Coastal Craze' Boracay, Philippines for Boracay Island Tourism & MTV Asia.
- Freelance marketing & advertising work for agencies in the Philippines and Singapore.

**Dec 87 - Nov 95****Director of Marketing and Promotions  
- Chasers Entertainment Venue**

## Role

- Director of venue marketing and promotions
- Management of approx. 100 promotions staff and 25 entertainment staff
- Key responsibilities include event management, creative development of all entertainment, sponsorships and advertising promotions

## Key Achievements

- Received world wide media and industry recognition for venue success, innovation in entertainment & new talent development
- Organised successful tour events for Red Hot Chili Peppers, Fleetwood Mac, Sting, Mick Jagger, De La Soul, Tommy Lee and Run DMC
- Researched and edited 'The Sights and Sounds of a Decade' a 10 Year Anniversary magazine reviewing ten years of Chasers entertainment, the history and the personalities that made it one of Australia's most successful nightclubs
- Formed independent company to launch one of the first Techno/House/Funk Warehouse dance events in Australia. 'Biology' presented 3 sell out events over a period of 2 years and paved the way for new talent and a host of similar events

Joined Chasers in 1987 as Promotions Manager's Assistant, promoted to Promotions Manager in 1988 and promoted to Director of Marketing and Promotions 1989

**PERSONAL DETAILS**

Personal	40 Married (no kids) Singapore PR / Australian passport holder Singapore drivers license
Education	Rusden Victoria College - Media Studies (deferred) Beaumaris High School - HSC Mentone Boys Grammar
Interests	Tournament Paintball Competitions, Console Gaming, Site owner of aussibox.com.au, Basketball, Scuba Diving, Music DJ
Skills	Excellent design, communication, people management and presentations skills. Well versed in all areas of advertising and advertising production, both as a creative and as an account manager. Quick to embrace new Macintosh technology and software developments.
Tools	Macintosh G5 Power PC OSX 10.5 Macromedia Freehand MX, Adobe Photoshop CS 2, Adobe Image Ready CS2, Dreamweaver MX, Adobe Illustrator CS2, Adobe Streamline, Quark Xpress 4.0, Dreamweaver MX, Microsoft Office X, Adobe Acrobat & Acrobat Distiller

**CLIENT OVERVIEW**

- Studio912**
  - Beiersdorf Singapore
    - Nivea
    - Nivea For Men
    - Nivea Visage
    - Nivea Sun
    - Futuro
    - Eucerin
    - Hansaplast
  - Red Hat Asia Pacific
  - Watsons Personal Care Stores
  - Nippon Paint
  - Philip Morris Singapore
  - Esprit
  - DNA Beaute
    - Toni&Guy
    - Lavera
    - Sanctuary Spa
    - Yes to Carrots
    - Becca
    - Karen Mok
    - Jacadi
  - Pernod Singapore
  - Alpha Analytical Singapore/Malaysia
- Freelance**
  - Urban One
  - Saatchi & Saatchi: UOB & Subaru
- Urban One**
  - Holyoake - Australia & New Zealand
  - Leo Burnett Connaghan & May - Freelance
  - Tasman Group:
    - Urban Central Accommodation
    - The Point
    - Beaumaris Pavilion
    - The Mentone Hotel
    - Tasman Meats
  - A.C.E. Australian Club Entertainment:
    - Club Odeon
    - Silvers
    - Club Evolution
    - Toorak Lion
    - Trak Showroom
    - Melbourne Events
  - KJA International Liquor Products

**Urban One**

- Group Four & PSI
- Suds @ Mentone Car Sales & Car Wash
- Meli Melo Restaurant
- Cargo Restaurant / Bar
- Group Four / PSI
- Hardcore Enterprises:
  - Globe Shoes
  - Boost Mobile
- Room Interior Products
- JWT - Freelance
- DMC Records Australia
- Siren Entertainment
- AFL Stores / What's New

**Smart Creative**

- Volvo Car Australia:
  - National S40 1.8 Campaign
  - National Dealership identity package
  - Bilia Hawthorn Dealership
- seek.com.au:
  - Seek
  - Seek Campus
  - Seek Executive
- wishlist.com.au
- Hotel Lindrum
- Hardcore Enterprises
  - Mossimo
  - MONE11
  - Mooks
  - Globe Shoes
- R. Corporation
  - Metropol Real Estate Development
  - Yoo Apartments
- Sinewave Interactive
  - Sinewave.com.au
  - Hitwise.com.au
- Stussy Australia
  - Stussy
  - Stussy Sista
  - Freshjive
- Marriner Theatres
- Room Interior Products
- Paragon Systems

**Smart Creative**

- Levis
- Telstra
- Think Creative
- DMC Records Australia
- Calibre Clothing
- Bettina Liano
- Salt Nightclub
- Shibui Hairdressing
- Rhythm & Soul Records
- Alepat Taylor:
  - Baitz Tingle
  - Baitz Blue