



PROFILE SUMMARY

A high-performing, award-winning brand leader with 19 years of experience managing the creative and strategic process worldwide. With a proven track record of success, I have set a clear vision that puts brands in the hearts and minds of consumers. I have developed and executed innovative marketing strategies that have driven growth and achieved results. I am equally dedicated to developing and empowering the teams around me. My expertise includes leading cross-functional teams, managing budgets, and developing integrated 360-degree marketing plans. Whether building brand awareness, driving engagement, or developing customer experiences, I am committed to delivering results and achieving business objectives.

SKILLS

- Brand Vision and Development
- Creative Strategy and Execution
- Concept Development
- Brand Content and Advertising
- Communication
- Integrated Marketing
- Leadership
- Keynote and MS office
- Problem Solving

AWARDS

Official Selection SXSW Film Festival, Official Selection Phoenix Film Festival, Guinness World Record, D&AD, Clio Healthcare, Art Directors Club, London International Awards, Cannes Lions Finalist, DigiDay Content Marketing Award, Comms Art Photography Award, YouTube Breaking Barriers Award, PR Purpose Awards, Webby Awards Honoree, NZ Marketing Awards, The EFFIES, RSVP Awards, Metro Young Photographer

EDUCATION

Bachelor of Art and Design

Auckland University of Technology, Auckland

WORK EXPERIENCE

Executive Creative Director (multi-channel) > Associate VP

2018-2023

GoDaddy (incl GoDaddy Pro, GoDaddy Registry) – Kirkland/Remote, USA

- Reporting directly to the CMO and CBO I was tasked with repositioning an outdated brand in the eyes of the consumer. I achieved this and consistently increased brand impression and perception of value YoY.
- I was responsible for the first turnaround in brand interest scores since GoDaddy's IPO and increased brand search results more than ever – including GoDaddy's IPO combined with a Super Bowl scandal.
- Built and oversaw a team of 57 reports across brand, social, advertising (brand & performance) branded content, content creation, email, mobile on-ramps, events, sponsorships, and the Pro sub-brand.
- Developed brand strategy repositioning GoDaddy and uniting a global marketing community. From this,
- I executed multiple high-performing campaigns and award-winning channel content.
- Implemented vision with yearly goal-setting and milestone planning.
- Created multiple integrated marketing campaigns, uniting multiple organizations for the first time.
- Developed GoDaddy's first-ever product launch resulting in a 20% increase in traffic to godaddy.com,
- 3.5 M live YouTube views, more than 52 million earned media impressions, 20M impressions in social media, and 54% net positive sentiment.
- Led GoDaddy's COVID Response Campaign that had the first assets out 10 days from shut-down resulting in Brand Search Query Volume +12% (crushing our +3% goal), 4.5 billion impressions, hitting a
- 12-month high in brand awareness, driving our YouTube subscribers over 117K and our Instagram followers over 61K, 59M YouTube views on our 60s film and had our strongest Q2 ever.
- Spearheaded a new content approach to go beyond 'utility' advertising that saw +355% engagement YoY, and 8 major industry awards and honors on our tentpole initiative.
- Increased brand social YoY, taking TikTok from 0 to 88k followers in less than a year and consistently achieving a 2.5% and above engagement rate across all channels.
- Launched and rebranded over 16 brands within the company and for customers including Naomi Osaka's Kino, Homemade by Ayesha Curry, The Fileist, and The Furlough Cheesecake Sisters.

Creative Director --- 2016–2017

Publicis – Seattle, USA

- Led T-Mobile's new Look & Feel across all elements of the brand in response to customer and focus group feedback. I ran point across T-Mobile's wider collection of agencies to execute in a unified way.
- Responsible for T-Mobile's vitally important Holiday campaigns achieving 2.1 million total net additions, an 11% increase in service revenues, and 23% increase in total revenues.
- Contributed to T-Mobile going from the 4th fastest growing network to the 1st, recording 12% growth in 2016 when all of its peers showed a decline.

Global Creative Director --- 2011–2015

CLM BBDO – Paris, France

- European Creative Lead on Uncle Ben's and P&G, receiving a stand-out mention in P&G's review of the agency, and, won a Guinness World Record for the world's smallest ad.
- Creative Lead on Gillette and Venus BAL (Brand Agency Lead) model, meaning I led the brand advertising, retail, digital and PR agencies on all campaigns.
- Vital in developing strategy, creative, and rebrand for 7Up in overseas markets with billings estimated at \$20 million to \$25 million.
- Concepted and developed campaign launch creative and strategy for Tropicana, Gillette, Venus and 5 Gum.
- Indispensable to global accounts: Wrigley's, M&M's, Mars, Pepsi, Bacardi, HP, Tropicana, Pedigree, Whiskas, FedEx, The Economist and Eurostar, as well as the new business team.

Senior Creative --- 2009–2010

Saatchi & Saatchi – Geneva, Switzerland

- Managed and developed a range of accounts from big global campaigns to very particular pharmaceutical clients, to award-winning work. Reported directly to the Chief Creative Officer.
- Biggest accounts were Novartis, HP, Orange telecommunications, and The Red Cross. For Novartis, I transformed Voltaren into the No.1 global muscle pain reliever and produced a Clio Award-winning digital experience for Lamisil.
- An integral member of the new business team. My biggest wins were from the Novartis Group and Orange Telecommunications.
- A much-requested participant in Saatchi Tribes – the trademark workshop developed by Saatchi & Saatchi. This high-pressure environment is world-renowned for creating exceptional work for new business, rebranding or global campaigns.

Senior Creative – freelance --- 2008–2009

Iris Worldwide, VCCP, Dentsu, Saatch & Saatchi and more – London, UK

- A much-in-demand freelancer at Iris International where I wore many hats from Creative Development to Art Direction to Design. I worked on many major brands including Sony Ericsson, Powerade, Adidas, 1800 Tequila, Vodafone and Hertz.

Art Director --- 2004–2008

BBDO, Whybin TBWA, Lowe – Auckland, NZ

- Created and developed work across a range of media for substantial local and global brands including Mercedes Benz, ASB Bank, Vodafone, NZ Lotteries, L'Oreal, Genesis Energy, Air New Zealand, Shiseido, Westfield Shopping Centres, and Farmers Department Store.
- Recruited to create global campaigns for Absolut Vodka and Visa.
- Integral part of the new business team which resulted in a big win with Mercedes Benz.