

EMPLOYMENT HISTORY

HEAD OF DIGITAL OXYGEN

JUNE 2013 - PRESENT

- Responsible for the digital P&L for Oxygen including revenue forecasting, budgeting, hiring and management
- Managing an in-house team of developers and designers and sourcing quality external development partners
- Managing projects from start to finish including establishing budgets, timelines, resource plans and
- Clients include Coopers, Schweppes, Cadbury's and Mondelez (formerly Kraft Foods)
- Achievements include:
 - Sourcing new business wins such as social media management for Coopers, an in store POS system for Sushi Sushi to be rolled out nationally and ongoing web promotions for WebJet
 - Establishing a new team, new processes and workflows to ensure projects run as seamlessly and as profitable as possible
 - Training the Account Service team on new technologies, digital strategy and how to successfully run digital projects

CREATIVE TECHNOLOGIST McCANN

DECEMBER 2011 – MAY 2013

- Responsible for the national technical output for McCann covering both Sydney and Melbourne offices
- Training clients and staff on digital technologies, social media trends, case studies and conducting competitor analysis
- Working as a 'creative trio' with art directors and copywriters to concept and execute campaigns
- Achievements while in this position include:
 - Meeting annual revenue targets within Q1 of 2012
 - Increasing incremental digital revenue 12% from FY 2011 to 2012
 - Increasing McCann's digital and integrated award recognition including digital and integrated awards at MADC, ADMA, D&AD, Webby's and One Show Interactive
- Clients included Coca Cola, Holden, Google, L'Oreal, Maybelline, MasterCard, Intel, Metro Trains, V/Line and the Federal Government

DIGITAL PRODUCER IGLOO

SEPTEMBER 2011 – NOVEMBER 2011

DIGITAL PRODUCER / COMMUNICATIONS MANAGER MONKII

AUGUST 2008 – SEPTEMBER 2011

- Coordinated teams of developers and designers through projects from start to finish
- Developed scoping documents including functional specifications, wireframes, sitemaps and project schedules
- Assisted with new business pitches including responses to tenders, research and presenting to clients
- Established digital strategies to maximize client return on investment
- A sample of projects I managed include the Melbourne International Comedy Festival, Melbourne Fringe Festival, numerous projects for the City of Melbourne, ACMI, Breast Cancer Network Australia and VicRoads

- Partnered with agencies such as Clemenger BBDO, JWT, George Patterson Y&R and Day&Age for joint digital offerings to clients

MAGAZINE CO-ORDINATOR
PEARSON AUSTRALIA GROUP
 JULY 2007 – AUGUST 2008

ADMINISTRATOR / ACCOUNT MANAGER
FURPHY MEDIA
 SEPTEMBER 2006 – JUNE 2007

EDUCATION ADMINISTRATOR
NATIONAL ICT AUSTRALIA
 SEPTEMBER 2005 – JUNE 2006

ADMIN ASSISTANT
ZOO ADVERTISING
 SEPTEMBER 2004 – AUGUST 2005

SKILLS AND KNOWLEDGE

- Microsoft Office (PC and Mac) including Visio and MS Project
- Adobe Creative Suite
- Axure Pro and OmniGraffle
- Knowledge of PHP, Flash, HTML and JavaScript and their applications to web projects
- Knowledge of APIs and social networking integration including Facebook Connect and oAUTH
- Knowledge of HTML email limitations and standards
- Knowledge of W3C Standards and Australian Government SPAM Guidelines

AWARDS

- **Australian Creative Magazine Power 20 Creative for 2013**
- **McCann Worldgroup Rising Star Award finalist - Digital**
- **V/Line Guilt Trips website**
 MADC Best in Show, Silver Best innovation in eCommerce, Bronze Best Writing for Design, Bronze Best Direct Response, Bronze Best Art Direction, Bronze Best Typography, Bronze Best Digital Campaign,
 ADMA Silver for Best Flat Mail,
 ADMA Finalist for Best Copywriting, Best Response Digital, Best Integrated, Effectiveness, A
 AIMIA Finalist Best Integrated with Offline Campaign, Best Travel and Tourism,
- **Impossible Orchestra**
 New York Festivals – Finalist – Branded Entertainment
- **Mount Franklin Message for You**
 Nominated for Best Non-Profit Website in the 2012 AIMIA Awards
- **2010 Melbourne Fringe Website**
 Nominated for Best Cultural or Lifestyle Website in the 2010 AIMIA Awards
- **The Thousands iPhone app**
 Nominated for Best Mobile Application in the 2011 AIMIA Awards
- **ACMI Generator**
 Nominated for Best Educational Website in the 2011 AIMIA Awards
 Winner of Best Education Website and Best Overall Website at the Best of the Web Awards
 Winner of the Victorian iAward for the e-Learning category

REFEREES

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