

## PROFILE

Award-winning multidisciplinary Creative Director and hands-on art director who turns sharp strategic thinking into ambitious, beautifully crafted ideas. Experienced across brand platforms, integrated campaigns, film, product innovation and content, with a track record of leading teams, winning pitches and making work that moves both people and brands.

**Selected impact:** Helped move BankSA from fifth to first in brand consideration, contributed to Toyota Hilux's most effective campaign and created work recognised by Cannes Lions, D&AD, Effie Awards and New York Festivals.

**Pitch wins and retentions:** Helped retain Toyota through one of Australia's largest agency reviews and contributed to Digitas ANZ's successful retention of the McDonald's Australia CRM account. Helped win the Bank of Melbourne account, which became the catalyst for opening Saatchi & Saatchi Melbourne. Other competitive wins included the global Cadbury and Visa briefs, MYOB Solo, Dettol, Foxtel, Football Federation Australia, BankSA, Arnott's, Strongbow and Vodafone, as well as launch campaigns for Toyota Fortuner and Toyota Camry.

**Creative range:** Art direction, integrated ideas, brand platforms, film, design, product innovation, content, production leadership, client presentations and creative mentoring.

## EXPERIENCE

**Freelance Creative Director / Lead Art Director** | April 2024 – Present | Sydney & Melbourne

**The General Store, M&C Saatchi, Saatchi & Saatchi, Digitas ANZ, Affinity, Thrive PR, Entropico and others**

**Clients:** BYD | Google | MYOB Solo | McDonald's Australia CRM | ActewAGL | GWM and others

Develop big integrated ideas and lead them from the brief through concept, presentation and production, working independently or embedded with agency teams.

Partner with strategists, writers, producers and clients to make the right idea for the brand and the moment, while protecting the craft that makes the work memorable.

Provide hands-on art direction and creative leadership across pitches, campaigns and key accounts, mentoring junior creatives and scaling teams to the needs of each brief.

**Creative Director – Concurrent Client-Side Brand Engagements** | September 2024 – August 2025

**Fone King and Flight Risk**

**Clients:** Fone King | Flight Risk | House of Hail | Luminary | Hitched | 270X

Lead positioning, campaigns, content and launches across both businesses, working directly with founders and leadership teams to turn commercial priorities into distinctive brand ideas.

Direct internal and external creative teams across the full process, from brand systems and concept development to production and rollout.

Build flexible teams around the requirements, scale and timing of each brief.

**Freelance Creative Director** | May 2023 – March 2024

**Rethink Everything**

**Clients:** Kingfisher | BYD

Led campaign development from strategy and concept through final production.

Worked directly with clients and internal teams to turn complex business problems into clear creative ideas.

Oversaw creative development, presentation and execution across timelines, budgets and production.

**Freelance Creative Director** | January 2023 – April 2023

**The Hallway**

**Client:** GWM

Stepped in as Creative Director during a period of leave, providing leadership and continuity across the account.

Guided the creative process from brief through production.

Worked closely with the client, strategy team and production partners to maintain creative quality and brand alignment.

**Freelance Creative Director** | June 2022 – December 2022

**Special Group Sydney**

**Clients:** PepsiCo | Smith's Chips | Netflix

Helped establish new client accounts and shape the creative process from the ground up.

Led campaign development from briefing and strategy through concept, presentation and rollout.

Aligned client, strategy, creative and production teams around a clear creative vision.

**Creative Director / Associate Creative Director / Senior Art Director** | September 2014 – May 2022 | Sydney, Melbourne & LA  
**Saatchi & Saatchi Australia**

**Clients:** BankSA | Ampol | Toyota | Dettol | Arnott's | Cadbury | Bank of Melbourne | Strongbow | FFA | RSPCA | NRMA | Nescafé | The Kid's Cancer Project | nib | Foxtel

Progressed from Senior Art Director to Associate Creative Director and Creative Director, leading integrated work across major national accounts and guiding projects from strategy and concept through production.

Helped BankSA rise from fifth to first in brand consideration and contributed to Toyota Hilux's most effective campaign, combining commercial understanding with ambitious creative craft.

Led and supported high-stakes pitches, including retaining Toyota and winning Dettol, FFA, Bank of Melbourne, BankSA, and Arnott's.

Mentored creative teams, sold ideas to senior clients and collaborated with agency leadership on new business, creative standards and culture.

**Art Director** | September 2009 – August 2014

**BMF Australia**

**Clients:** ALDI | SOLO | Expedia | CommBank | Meat & Livestock Australia | Lion | NRMA | amaysim | Bacardi | Ryobi | P&O Cruises | OPSM | FFA | Channel 10

Created integrated, digital and film ideas for major Australian brands, including ALDI's first major Christmas campaign and award-winning work for Expedia, CommBank and P&O Cruises.

Contributed to the body of work that helped BMF earn B&T Agency of the Decade, while winning recognition across effectiveness, digital, integrated and craft categories.

**Earlier Creative Experience** | 1994 – 2009 | Sydney & Sao Paulo

**Saatchi & Saatchi Australia, Talent Marcel Brazil**

Built a foundation across art direction, graphic design, digital and production, progressing from designer and art assistant to freelance art director on national and international brands.

## SELECTED CAMPAIGNS

**Westpac Rescue Rashie:** turned CPR instructions into a wearable water-safety product; recognised at Cannes Lions, D&AD and New York Festivals.

**BankSA The Piping Shrike & BackSA:** helped build a state-pride platform that moved BankSA from fifth to first in brand consideration.

**Toyota Hilux Awaken Your Incredible:** helped create Toyota's most effective Hilux campaign, reframing 'Unbreakable' around character rather than stereotype.

**FFA Where Heroes Are Made:** built an integrated platform around home-grown football heroes, recognised for film craft and editing.

**Also:** ALDI Surfing Santas | Expedia New York on \$50 | CommBank Investorville

## AWARDS

Campaign recognition: Westpac Rescue Rashie – two Bronze Lions, two D&AD Wood Pencils and two New York Festivals Gold awards | BankSA BackSA – New York Festivals AME Silver and Effie Award finalist | CommBank Investorville – Effie Award winner | SOLO Lucky Undies – FAB Awards Grand Prix.

Cannes Lions | D&AD Pencils | Effie Awards | New York Festivals | London International Awards | Caples | AWARD Awards | ADMA | ECHO | The Work | Luerzer's Archive and others.

## EDUCATION

**Bachelor of Arts (Graphic Design & Multimedia)** – KvB Institute of Technology

**Bachelor of Social Communication (Marketing & Advertising)** – FIAM, São Paulo

**AWARD Creative Leadership** – AWARD & The Communication Council

**Directing Actors for Screen and Stage** – National Institute of Dramatic Art (NIDA)

**Artistic Design & Arts** – EPA Panamericana School of Arts & Design

**Languages:** English (full professional) | Portuguese (native) | Spanish (working knowledge)