

**sarah** carter



Only child who plays well with others.

Leo with sizeable mane yet diplomatic roar.

Lover of long lunches (current record 10 hours).

Staunch believer in being over-dressed rather than under-dressed.

Once described as “**a grown-up boss lady crossed with a candy pop**”. Pretty much sums it up.

## what I do

**Creative direction & strategy**

**Customer experience & journey**

**Brand strategy**

**Copywriting**

**Content development**

**Art direction & design**

**Process redesign**

## fortés

**A logical, realistic and process-loving creative – utilising both the right and left sides of my brain.**

Audience-focused and commercially minded, delivering effective creative (not simply pretty pictures) that translates to engagement and sales.

**Leading, nurturing and mentoring cross-disciplinary teams with honesty, humour and clear expectations.**

Redesigning and improving processes.

**Hands-on, adept at using the tools and designing, not merely directing others.**

Experienced in fostering genuine relationships that build confidence and trust, from external suppliers to key stakeholders.

Thorough and proven understanding of the female demographic in multiple markets.

**Positive, passionate culture instigation and contagious enthusiasm.**

Collaborating with marketing teams to actualise business objectives into creative strategy that produces results.

## loves

**Crafting and curating meaningful campaigns & content entrenched in storytelling that inspires audiences and builds connection.**

Championing creative bravery & safe, collaborative environments where there’s no such thing as a “dumb idea”.

**Ensuring the audience feels understood, delighted and devoted.**

Developing consistent, self-assured brand identity.

## skills

Adobe Creative Cloud



Sketch



Figma



Microsoft Office



ClickUp, Monday, Asana, Trello



Wix



Squarespace



Premiere Pro & After Effects



(currently up-skilling)



# experience



**Senior Creative**  

**Nov 2023 – current**

**Mar 2018 – Jul 2022**

**Self-employed**

Melbourne, Australia

Agencies

**Clemenger BBDO**

**Traffik**

**Wunderman Thompson**

**Solid**

**Studio Mondo**

Brands

**Brand Collective**

**Myer**

**Kmart**

**Seed Heritage**

**Crown Resorts**

Diversification of my client base, enjoying a wide range of projects from brand strategy to seasonal campaigns for renowned brands.

Continued work with longtime clients while also expanding my experience into the beauty and luxury space for brands including Innoxia and Crown Resorts.

Agency clients have engaged me for specific projects such as reinvention of loyalty programs, e-comm processes and style guides, my retail expertise and influence as an instigator of positive culture.

**I've also been engaged as a retail specialist for long-term contracts with:**

**Myer – Aug 2018-Jan 2019, Oct-Dec 2019**

**Kmart – Jul-Oct 2021, Feb-May 2022**

**Brandbank Group – Seed Heritage – Oct-Dec 2021**

**Harris Scarfe – Feb-Jul 2024**

**Associate Creative Director**

**Aug 2022 – Nov 2023**

**SGY** Melbourne, Australia

Brands **Melbourne Symphony Orchestra**

**Industry Super Funds** **Lancemore Group**

Following the merger of two agencies, one creative and one digital, I was hired to redefine and elevate the creative service offer and help reposition the business.

My goal in joining a digitally focused agency was to expand my digital experience further and work more closely with UX and development teams, building a more informed insight into these areas to complement and enhance my creative skills.

As a senior leader in the business, I was responsible for:

- Leading creative and innovative thinking.
- Mentoring and driving the agency's creative culture.
- Leading creative strategy and concept development.
- Supporting business growth by proactively ideating bespoke concepts for clients.

**Key achievements:**

- Rebranded the agency – brand strategy & identity.
- **Developed the creative, brand and content strategy business model and approach.**
- **Created cohesion between the UX/ UI & creative teams to deliver better collaboration, more transparent processes and provide a holistic solution for clients.**
- Improved and instilled inter-department best practices and processes to deliver more robust solutions and enable smoother workflow and efficiencies.



## **Creative Lead – Fashion & Home Nov 2011 – Feb 2018**

### **Wunderman Thompson/ GIRL**

Melbourne, Australia

Brands **Endota EziBuy Debenhams Adairs**

#### **EziBuy**

Before it was bought out by Mosaic Group and turned into a discount retailer, EziBuy was one of Australasia's largest multi-channel, cross-category retailers. It was The Iconic for an older demographic with a huge customer base that:

- mailed 23 million catalogues annually,
- processed 1.75 million orders annually,
- generated NZ\$160.3 million revenue FY18.

Creative direction of seasonal and key campaigns across AU and NZ markets.

- Creative direction, art direction and design of print and digital campaigns.
- Creative direction, leadership & scheduling of internal and external teams and over 21 photographic shoots annually.

#### **Elevation of brand from mail-order to digital fashion authority with increased:**

- **digital marketing revenue from 19% to 80% of total revenue,**
- **customer database to 2 million.**

I guided the brand through a period of growth and re-direction, broadening the audience and developing what was once an outdated mail-order business into middle Australia's fashion authority and largest multi-channel retailer. We reinvigorated the customer journey, creating an accessible, consistent fashion experience across all channels that inspired customer loyalty.

#### **Adairs**

The Adairs brand was stagnating and needed a stronger point of difference than its competitors, especially in anticipation of overseas retailers landing on Australian shores.

#### **We reinvigorated key brand strategy and elements, including tone of voice and photographic treatment and took a deep dive into strengthening existing collaborations and producing more meaningful content.**

The Adairs marketing team engaged us initially to review and redevelop their inhouse brand architecture. This included a brand workshop with key internal stakeholders, producing a roadmap for a refreshed brand strategy. We were then engaged to develop the creative direction of subsequent seasonal and key campaigns for which I was Creative Director.

- In collaboration with marketing and merchandise teams, review of inhouse seasonal themes and trends to identify and develop an alignment with overarching creative direction and concepts.
- Conceptualisation and creative direction of campaign across all channels and touchpoints.
- Presentation and briefing of internal team for inhouse roll out.





**Senior Art Director**  
**Apr 2010 – Nov 2011**

**Early Settler**

Melbourne, Australia

A progression to senior management while remaining hands-on with design and art direction in the fast-paced retail environment.

Reporting directly to the CEO, I was responsible for driving and overseeing all creative areas in the company, from advertising and promotional collateral to new store interiors, internal comms and POS for Australia and New Zealand. The fundamental objectives were:

- Ensure a consistent and true visual representation of the brand online, in-store and in the media.
- Maximise sales by providing stores with advertising support, promotional collateral and clear internal communications.
- Lead in-house creative in the re-branding process.
- Art direction and design of multi-channel seasonal campaigns – from concept, trend and colour forecasting, shoot production and styling.

**Art Director**  
**Nov 2008 – Mar 2010**

**Maxwell & Williams**

Melbourne, Australia

Charged with instilling a more contemporary identity for the brands, focusing on in-situ advertising; aspirational scenes rather than static studio set-ups while remaining loyal to the brand identity.

- Concept development, styling and direction of photographic shoots for the stable of brands.
- Art direction and design of press ads, marketing collateral, packaging and POS.
- Creative direction of brand showcase events and in-house visual merchandising.



I worked as a graphic designer and art director in Australia and U.K. for ten years predominantly in the music and entertainment industry both within agencies and for my own clients.

**Senior Graphic Designer**  
**2003 – 2005**

Kee Scott Associates & Red-Eye Design  
London, U.K.

Brands – Entertainment:

**United International Pictures**

**Universal Pictures**

**Working Title Films**

**Fremantle**

**Graphic Designer**  
**1998 – 2002, 2006 – 2007**

Agency & own business  
Melbourne, Australia

Brands

Homewares:

**Apsley & Co**

Music:

**Shock Entertainment**

**BMG Australia**

**Mushroom Group**

**Sony Music**

Providing a solid foundation to my fashion experience, I have spent almost ten years collectively on the “shop floor” as a sales assistant, area manager and visual merchandiser in London, Melbourne and Brisbane. I acquired experience in sales, buying and audience insight, which would come to serve my future roles in fashion advertising.

**2007 – 2008**

**Area Manager – Miss Sixty**

Brisbane & Melbourne, Australia

**2002 – 2003**

**Teamleader & Visual Merchandiser**

**Urban Outfitters**

London, U.K.

**1996 – 1998**

**Area Manager – Stüssy**

Melbourne, Australia