



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**
- Copy writing**
- 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



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.

Senior Creative Mar 2018 – Jul 2022

Self-employed

Melbourne, Australia

Agencies

Clemenger BBDO

Traffik

Wunderman Thompson

Solid

Studio Mondo

Brands

Myer

Kmart

Debenhams

Seed Heritage

Hugo Boss

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

Continued work with longtime client, EziBuy while also expanding my experience into the beauty and designer space for brands including Innox and Criteria Collection.

Agency clients have engaged me for specific projects such as reinvention of e-comm processes and style guides, my lifestyle brand 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



**Creative Group Head (Fashion)
Nov 2011 – Feb 2018**

Wunderman Thompson

Melbourne, Australia

Brands **EziBuy** **Debenhams** **Adairs**

EziBuy was one of Australasia's largest multi-channel, cross-category retailers:

- mailed 23 million catalogues annually,
- processed 175 million orders annually,
- generated NZ\$160.3 million revenue FY18.

Creative direction of seasonal and key campaigns across all AU and NZ market channels.

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, producing an authentic, emotive experience across all channels.

cont.

- Development of seasonal campaigns, including presentation to client key stakeholders at the bi-annual conference.
- Creative direction, art direction, design of print and digital campaigns.
- Creative direction, management & scheduling of up to eight shoot art directors for over 21 key photographic shoots annually, leadership and mentoring of in-house team.

Creative Director on Adairs account, developing seasonal campaigns.

Creative Lead on Debenhams for Australian market campaign and content.

**Creative Director
2015 – 2019**

misscarter 

Melbourne, Australia

Brands

Pernod Ricard **G.H. Mumm** **Monkey 47**

Creative direction, ideation, styling, production and installation of bespoke activations.

Delivered on-brand and coveted experiential events for premium hospitality venues and key client, international beverage house, Pernod Ricard.



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