



what

I develop emotive and engaging creative strategy, solutions and direction for lifestyle brands.

With over 20 years in the fashion, homewares, entertainment and advertising industries developing, driving and directing concepts, campaigns and brands with the ability to execute across all channels and multiple markets.

My experience spans consultancy, client-side and agency roles in Australia, New Zealand and the U.K.



who

Only child who plays well with others.

Leo with sizeable mane yet diplomatic roar.

Step-mum (but not the evil kind).

Lover of long lunches (current record 10 hours).

Fierce advocate of the celebration of small things.

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.

skills

Creative direction & ideation
Creative strategy
Customer experience & journey
Process redesign
Copy writing
Content development
Art direction & design
Event & experiential direction

Adobe Creative Cloud	●●●●●
Sketch	●●●●
Figma	●●●●
Microsoft Office	●●●●●
ClickUp	●●●●●
Monday, Asana, Trello	●●●●
Mailchimp	●●●●
Wix	●●●●
Squarespace	●●●●
Premiere Pro & After Effects	●
(currently up-skilling)	



fortés

Ability to use both the right and left sides of my brain – a logical creative.

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

Leading teams and collaborating with honesty, enthusiasm, 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 and senior management.

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

Culture instigation and contagious enthusiasm.



loves

Delivering emotive, engaging creative strategy with the customer's needs and aspirations at its core with consistency across all platforms.

Collaborating with marketing teams to actualise their goals into creative strategy that produces results.

Ensuring the customer feels understood, delighted and devoted.

Developing consistent, self-assured brand identity.





courses & community

Digital Marketing Bootcamp
Content Marketing Bootcamp
UX Design Workshop
General Assembly

League of Extraordinary Women
Committee member 2016-2018

retail



Senior Creative  
Mar 2018 – current

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 Innoxia 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

Kmart – Jul-Oct 2021, Feb-May 2022

Brandbank Group – Seed Heritage – Oct-Dec 2021



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

Wunderman Thompson

Melbourne, Australia

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

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

- mails 23 million catalogues annually,
- processes 1.75 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 edm campaign and social media.

**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.

**home
wares**



**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.

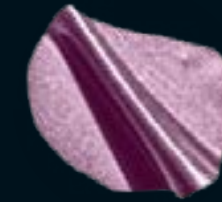
Reporting directly to the CEO, I was responsible for driving and overseeing all creative areas in the company, from advertising and promotional collatera to new store interiors and internal communications for Australia and New Zealand. The fundamental objectives were:

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 & Stylist
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.

**music &
entertainment**



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
2002 – 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

**let's
meet**



I'd love to hear from you!