Resume

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About me
New phone… who dis?

Chris has been in agency la la land for the past 14 years, working with brands like Google, Telstra, NRL, Air New Zealand, Samsung, GSK, Pfizer, P&G, Janssen, Novartis, NRMA, Bankwest, Sydney Water, TABCORP, Ikea, Tourism NZ, Carnival, CBA & Visa - the list goes on.

Currently at R/GA Sydney as their EP, working with Google, NRL and Telstra, and from a short stint @ McCann Health, having launched the last Metamucil campaign, smashing records for the most viewed piece of digital advertising in Australian history. He likes to manage teams, projects and process. Not always in that order.

Prior to this he's been with agencies like HOSTHAVAS, for The Australian Defence Force & Air New Zealand, achieving marketing team of the year, Clemenger and TBWA with NRMA winning Cannes lions, producing a swarth of both large and small digital interactive and experientially "kooky" work, as well as all kinds of 'above the line', 'below the line', 'throughout the line' and 'sitting well and far away from the line' campaigns.

He's created the world's first commercially available cruise submarine, stopped you texting whilst driving, woken you up for the Rugby World Cup, crashed a car for the sake of 'art', launched phones and laptops and… just lately put a giant turd in an Australian Federal Election (one who actually got a few votes)

... and throughout all of this has somehow managed to retain his sense of humility and humor. #Bless.

Skills
Jack of all trades, master of… some!

Team Management, Mentoring, Training, Monitoring, Up-Scaling, Down-Scaling, Forecasts Traffic And Resource Management, 3rd Party Suppliers, Freelancers, Freeloaders ☹ Digital Strategy, Frameworks, Approaches, Responses, Reverse Briefs, Presentation Decks, Strat Decks, Approach Decks, Ways Of Working, Prominade Decks… *Fancyyyy*! Design Thinking, UX/UI & CX Prototyping, Audience Definition, Personas, Roles, MOSCOW Sorting, Workshops, Proposals, Scopes Of Work, Functional & Technical Specification, User Requirements Timelines, Budgets, Trackers, Ballparks, Retainers, Waterparks – Wee! (…Breathe…) SEO, SEM, Reporting, Analytics, Media Commentary … Any Commentary. Post Campaign Reports, Budgets, (Non-Existent to The *Quite Very Large* - Multiple Phases, Clients & Stakeholders. Multiple Departments, Broadcast, Print, Digital, Creative, Data, QA. Cross Tech Disciplined, .NET, PHP, Java, Nodejs (Can't Code To Save My Life) AND …. Client Facing.

Current meddling
Call me 'Teach'

Member of the Industry Advisory Panel for Production – AFTRS Sydney
Lecturer for Digital Production – Industry certificate courses – AFTRS Sydney

Previous work
A pedigree fit for a prize-winning beagle

Oct 2019 – Present - R/GA Sydney – Executive Producer
    Acting HOP
    Team management, mentoring, training & leading
    Client facing, account services leading, support and advice
    Scope, strategy, creative functional, & technical docs, budgets, timings, resources
    Art direction, strategy, UX & production
    Focus on large scale campaign creative development & production rollout, heavy TVC focus.
    Fully client facing

Jan 2019 -Oct 2019 – McCann Health – Digital Lead
    HOP
    Team management, mentoring, training & leading
    Client facing, account services leading, support and advice
    Scope, strategy, creative functional, & technical docs, budgets, timings, resources
    Art direction, strategy, UX & production
    Heavy focus on design thinking and workshop productization
    Fully client facing

April 2015 – Jan2019 – Host/Havas - Digital Lead/Senior Digital Producer
    2IC to Head of Production
    Team management, mentoring, training & leading
    Client facing, account services leading, support and advice
    Scope, strategy, creative functional, & technical docs, budgets, timings, resources
    Art direction, strategy, UX & production

Dynamic optimization and consolidation
Sites, enterprise and experience driven down to … Tumblr (yep)
AI, Digital human creation, 3D, Bots, Inc. Google & Watson
Focus on travel and government clients, across all levels of comms.
Fully client facing

May 2014 – April 2015 - RADAR Sydney – Senior Digital Producer
Scope, creative solutions, budgets, resources, technical solutions
Manage production and implementation of campaign creative
SEO optimization, campaign reporting
Produce wireframes, scope of work, functional spec, timelines, user flows & sitemaps
Focus on fintech, produce and pharma
Fully client facing

November 2013 – April 2014 - DAN WHYBIN/TBWA Sydney – Senior Digital Producer
Production tools such as Oculus Rift, Eye tracking cameras, Kinect, RFI, NFC & SMS
Scope, budgets (BCC), resources, production and implementation of campaign creative.
Wireframes, scope of work, functional spec, timelines, user flows & sitemaps.
Rich media, mobile & Ad-words campaigns, as well as interactive digital displays.
Native & non-native app development.
SEO reporting & optimization
Focus on pharma, insurance, fashion & tourism

July 2013 – November 2013 Traffik – Clemenger BBDO – Digital Producer
Experiential agency, digital focused
Advise on digital strategy & creative for all campaign activations
Management of the digital department, producers, design and dev teams
Microsites, mobile apps, data capture portals, competition landing pages, Facebook tabs/apps, EDMs & social posts etc
Work with new tech - NFC, 3D augmented reality & projection mapping
Produce wireframes, budgets, timelines
Focus on confectionary, liquor & tech

January 2012 – June 2013 - Pretty Digital – Digital Producer
Studio management, of design & dev teams
Full site builds, microsites, EDMS, banners, newsletters, surveys, & competition creative.
E-commerce & membership-based CRM builds (inc. Sales force integrations)
Focus on working payment gateways & banks integrations RE compliance.
SEO evaluation
Client base of over 140 clients
Client facing

… Want more experience on things like print, design & media publishing? Just ask.

Toolbox
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What's in your bag of tricks

Microsoft Office (one would hope)
Adobe Creative Suite
Business Catalyst, Sales Force,
OmniGraffle, Axure, Miro
Smartsheet, MSProject, Asana, Trello, Basecamp, Pulse
Pegasus, BCC, Stream time, Star flow, Reporter & SAP
Campaign Monitor, Mailchimp, Lyris
Sitecore, Umbraco, Wordpress, Drupal
PHP MyAdmin, Cpanel, WHM
Sizmek & Google Studio (inc DCM & Bid Manager)
Google DV 360 Analytics
Adobe Media Encoder & Adobe Media LIVE, Facebook Live Broadcast
Final Cut Pro, Premiere, After-effects (Lite Avid)
Ableton Live
Sorenson Squeeze & AWS Encoding
I mean I can do more … I love me a spreadsheet.

Education
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Still can't speal

Campbelltown Performing Arts High School 1998-2003
National Art School 2002 – 2003 Cert II - Digital Media
TAFE Cert II – Information & Technology (TAFE) Cert II – Entertainment (TAFE)

References
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Will confirm = he cannot spell

Available on request