

gary cunliffe



CREATIVE DIRECTOR

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PROFESSIONAL SUMMARY

A strategy focused Creative Director with 12+ years of leading internal and external creative and production teams in both advertising agencies and production companies. Skilled in branded storytelling and enrolling both internal and external stakeholders throughout the creative, production and post-production processes. Proven in managing large and complex workflows, scheduling resources, and producing world-class projects on time, on budget, and on brand. Key roles include:

Creative Director of Mammal, a full service content production company.

As creative lead of a start-up agency/production company I was accountable for leading the creative and production departments. My role included writing the creative, stakeholder presentations and management, and where appropriate, directing the projects. As the company grew, I was responsible for hiring and mentoring the internal team of writers, designers, editors and 2/3D animators, as well as sourcing a roster of freelance talent. Other accountabilities included scheduling, budgeting and prioritising resources. In the first two years, the company grew from a team of three to fifteen, and a client base of zero to working with iconic brands including Reebok, Skins, Australian Government, Kellogg's and Westpac.

Creative Lead/Director at Nine Media.

Tasked with leading numerous integrated sponsorship programs, my responsibilities included managing the creative development and content production for the network's broadcast and digital platforms. Other accountabilities included maintaining strong lines of communication and strengthening relationships between the network sponsors, the creative and production departments, and Nine Entertainment's sales and marketing teams. Projects won included McCafe, XXXX Gold, Telstra, Banana Boat and Microsoft.

CORE SKILLS

- Creative direction
- Creative ideation
- Creative strategy
- Copywriting/Art Direction
- Live action/SFX and animation direction
- Advanced Adobe Creative Suite

WORK EXPERIENCE

Freelance Creative Lead - Spark 44, Sydney, 2019-2020

Nationally rebranded Jaguar Motor Cars. Challenged with breaking the entrenched masculine perception of the brand and opening it up to a younger, more diverse audience, the result was an optimistic, 3D 'world of colour' inhabited by multicultural talent. Acting as a template, the work translated to markets in Australasia and Southeastern Asia. Responsibilities included the creative development and implementation of the new identity system across all broadcast, event, web, social media and digital assets. Other accountabilities included presenting and enrolling key stakeholders throughout the creative and pre-production process.

Freelance Creative Lead - New York, 2016-2019

Successfully launched a NY based design agency into Europe. The project was spearheaded by a digital campaign built around TRUMP GROTESK, a font based on Trump's physical appearance and used to leverage the pop culture surrounding the 45th President. Reproducing Trump's often polarizing quotes, we invited the viewer to respond via the company's website. The project initiated almost 75,000 responses from the creative community, resulting in over 100 new business opportunities.

Designed and executed the launch of THE V-WORD, a vegan health supplement influencer platform. Challenged with breaking the misconception that veganism equals activism, the solution began with writing the positioning statement, 'Positive Attitude + Positive Choices = Positive Change'. With a strategy of engaging and enrolling the vegan-curious, I was accountable for the creation and implementation of all social media, and multiple educational eBooks. The campaign outperformed the base creative by over 300%.

Creative Director - Mammal/Plump Films, Sydney, 2003-2016

Successfully repositioned and rebranded a B2B giant. Welding equipment represents a significant portion of BOC's overall business, however years of price-driven campaigns had diminished BOC's brand prestige and reduced it to parity with inferior products from the 'Big Box' DIY stores. Challenged with reconnecting customers to BOC's core brand values, the multi-disciplinary campaign focused on making the consumer the hero of their own story, while reinforcing the fact that only BOC has dedicated stores to meet their everyday challenges. Responsibilities included implementing a new global identity across broadcast, event, digital assets as well as eBrochures, print and outdoor. Over a nine-month period, loyalty program membership increased by over 250%, web traffic by 180%, and sales by 6%.

Successfully disrupted the pain relief market. As Creative Director on the Herron Gold and Herron Blue account, I wrote and designed an educational, multi-channel campaign empowering sufferers to learn more about their specific pain and reject the misconception that the solution comes in a 'one-size-fits-all' tablet. Responsibilities included creative development and redesigning the website as well as overseeing all broadcast and digital production. Sales increased by 9% in the first six months, taking market share and key supermarket shelf space away from 'the big three'.

Designed, directed and produced the new Qantas online check-in process. Produced for all passengers from the Platinum Member through to the first time flyer, my role was to simplify the matrix of over 200 check-in milestones and produce 37 live action/3D animated films which seamlessly intercut to make the process feel effortless. Collaborating with Ogilvy and managing a tight budget, the project required detailed planning, enrollment of key stakeholders, and a fast-paced, robust approval process. The work was delivered under budget and a full two weeks ahead of schedule.

Designed, co-wrote and directed multiple new product and compliance interactive training programs for the Commonwealth Bank. As CD of production and post-production, I was accountable for collaborating with Commbank's internal training teams and external digital agencies to break down the often complex messaging into accessible, user-focused information. Other responsibilities included testing and adjusting the work throughout its implementation.

In-house creative/production lead at Nine Entertainment. Tasked with leading Ch9's integrated sponsorship program, responsibilities included managing the creative development and content production for the network's broadcast and digital platforms. Other accountabilities included maintaining strong lines of communication and strengthening relationships between the numerous network sponsors, the creative and production departments, and Nine Entertainment's sales and marketing teams. Brands won included McCafe, XXXX Gold, Telstra, Banana Boat and Microsoft.

Group Creative Lead - Saatchi & Saatchi, Sydney - 2000-2003

Brands include: Toyota, Lexus, NRMA Insurance and Fox Sports.

Art Director - Ogilvy, London, Auckland, NZ

Brands include NZ Government, BMW, Microsoft, IBM, Subaru, Royal Mail, Eagle Star Insurance and BT.

EDUCATION

- OND Graphic Design, Blackpool and Fylde, UK.
- HND Advertising and Marketing, Newcastle College of Arts, UK.