

**Every great idea starts
with a blank page**

I'm an award-winning creative and marketing expert with a proven track record driving business success.

I have a passion for creating clean, professional, unique design and messaging that immediately attract attention and drives response.

I am skilled in developing high-impact campaigns, brand identities, both digital and print with a reputation for meeting the most demanding deadlines, communicating effectively with cross-functional teams, and leading by example while keeping cool under the tightest of deadlines and workloads.

I take a hands-on approach, directing staff, collaborating with all level of stakeholders, and most importantly bring brands to life.

Me, myself and I - Freelance Brand Marketing, Design & Art Direction, Content and Copy 2020 - present

Working with various clients and industries from Singapore to the US, but mostly Australian based.

Seventh Street Ventures/ Providoor Head of Brand (Contract)- 2023- 2024

I was predominantly involved with the re-launch of Providoor, I also worked with other internal brands like Brag Media & Rolling Stone.

Macsim Marketing and Creative Manager (Contract) 2021 - 2022

Macsim is an Australian owned building & industrial product wholesaler to retail outlets.

This role included a ground up rebrand of all promotional and in-store materials (such as Bunnings and Mitre 10), while providing reps Australia wide with sales materials, packaging, conference materials and in-store displays. I was also responsible for budgets, maintaining the website and planning.

Santos Marketing and Creative Manager 2017 - 2020

Founded in 1956 Santos is a family business engaged in manufacturing, roasting Premium Coffee, Nuts & Dried Fruits, Granola, Wholefoods and Fresh Food.

Again this role included a ground up rebrand with an emphasis on packaging and in-store displays. I was also responsible for all marketing budgets, building their first e-commerce website as well as designing and implementing all social media.

.TLC Worldwide Art Director 2017

Clients - Ferrero, Heinz, VB, Cadbury

BBK Creative Director 2009 - 2016

Clients - Novartis, iNova, Bayer, Amgen Awards - AJP Campaign of the Decade - Panadol.

Ogilvy Creative Director 2005 - 2008

Clients - J&J Pfizer, GSK, Lilly, Novartis - Awards - Cecil - Best Corporate Design APN - Campaign of the Year - Panadol - Prime Awards - Winner of Pharmaceutical Campaign of the Year

BMF Art Director 2004

Clients- Ikea, Aldi Awards - Caples - Ikea.

Havas (Euro RSCG) Art Director 2001-2003

Dell - Global Brand Guardian Clients - Dell, Orange, Travel.com, GIO, Suncorp, Volvo and The Smith Family.

Young & Rubicam Art Director 1999-2001 Clients -Foxtel, IBM and Citibank.

Awards - Caples (USA) - Citibank Rewards catalogue. APMA - Most Effective Direct of the Year, Foxtel. APMA -for Promotion Marketing B&T Direct Marketing Agency of the Year.

Education AWARD School Sydney College of Visual Arts (Fine Arts) Cranbrook (HSC)

Just some of the brands I've worked with



SUNCORP



foxtel



CommonwealthBank

FERRERO



Lilly



NOVARTIS

Johnson & Johnson

ROHTO



Australian as...



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PROVIDOOR



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TO TAKE
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DELL

Logo development

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sushiko

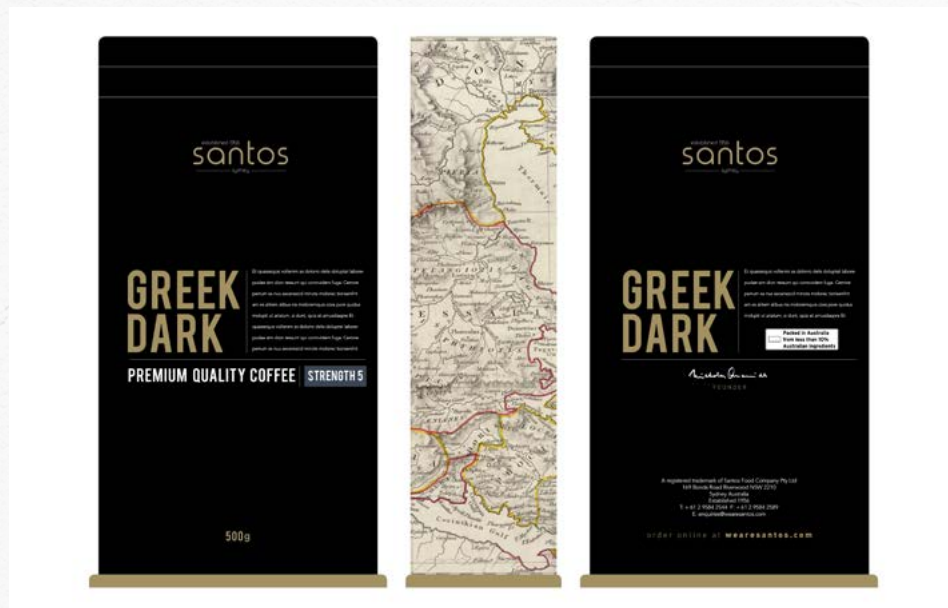
PROVIDOOR



MONTU

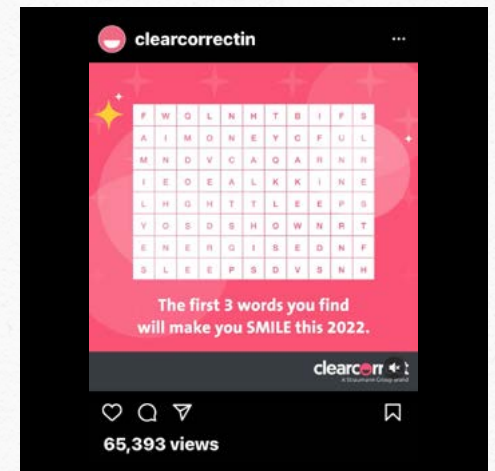
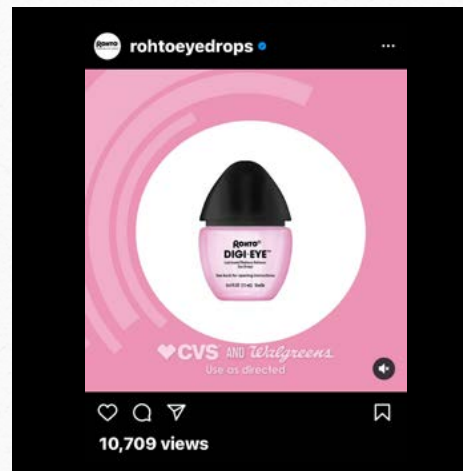
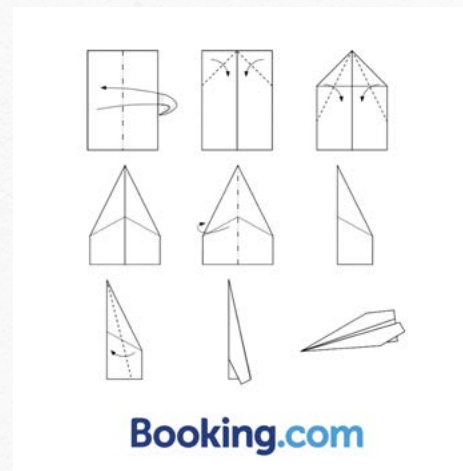
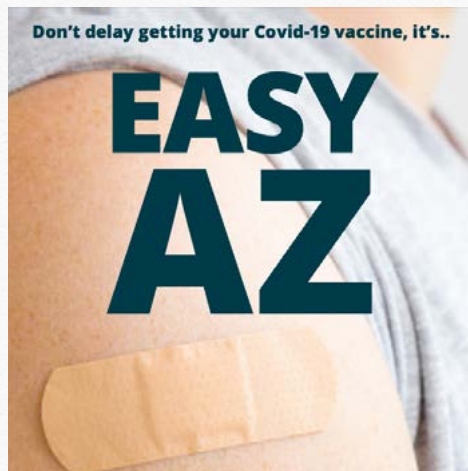


Packaging



Socials

Ask me about the results and I also write all my posts



This is just a small example
of some of my favorite work
please click the link below
for my full portfolio

dammary.com