



## CRE8IVE staff profiles

### James Willson

Managing Director / Partner

#### PROPOSAL PROFILE

James believes every day has a challenge, every day has a success, and every day has a reward.

Canberra born and bred, James knows what sets CRE8IVE apart. As a founding partner he understands that every client has a different objective and he's committed to fostering strong relationships to see those objectives realised. He ensures that all campaigns and creative that leaves the studio will work strategically for the client.

Over the years he has brought together a team of uniquely brilliant and talented people – a creative force to be reckoned with – and he believes that clients should have the trust and confidence in CRE8IVE's ability as though they were their company's own marketing team.

James is immensely proud of CRE8IVE's achievements, particularly winning the Telstra Business of the Year Award in 2007. He sits on a number of boards including Snowy Hydro SouthCare, the Salvation Army Red Shield Appeal and the Australian Foundation of Mental Health Research. He was also a national finalist for the Ernst & Young – Young Entrepreneur of the Year and appeared in the BRW Fast 100.

James loves working with great people and is determined to see his clients' expectations exceeded.

#### WEB PROFILE

James believes every day has a challenge, a success and a reward. He loves Mondays and trying new things.

James understands that every client has a different objective and he's committed to fostering strong relationships to see those objectives realised. As a founding partner, he ensures that all campaigns and creative that leaves the studio will work strategically for the client.

Canberra born and bred, James creates art in the kitchen when he cooks and his love of long-distance bike rides is only surpassed by his absolute weakness for cars.

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# Alberto Florez

## Creative Director / Partner

### PROPOSAL PROFILE

Alberto brings a quiet calm to the busy CRE8IVE office.

After joining the team in 2004 as a graphic designer, he quickly climbed the ranks to Senior Art Director. His passion for creative design and knack for getting the best from people naturally led to his transition to creative director and business owner.

With an attitude of honesty and transparency, Alberto works closely with clients to foster a strong understanding of their needs. He is an expert in digital communication and understands how integrated solutions can best promote brands and communicate messages.

As creative director Alberto loves to change perceptions, whether it's through a website, new media technologies or a fantastic piece of design. He's happiest when he sees the CRE8IVE team succeed and clients satisfied.

Always pushing for excellence, his talent and deep knowledge of design makes it impossible for him to accept second best.

### WEB PROFILE

Alberto brings a quiet calm to the busy CRE8IVE office.

A keen photographer and soccer fan, Alberto joined CRE8IVE in 2004 as a graphic designer. His passion for creative design and knack for getting the best from people meant he quickly climbed the ranks to CRE8IVE business owner.

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# Wayne Jacobs

## Account Director

### PROPOSAL PROFILE

Wayne has learned a thing or two from his 17 years in advertising.

Starting out as a graphic designer before moving into art direction and then client service, Wayne has worked on campaigns for multinational companies including Vodafone and Heineken. His background in creative and client service gives him the perfect skillset to head up CRE8IVE's accounts.

As a technology lover, Wayne understands how the web and social media can play important roles in any campaign. He's enthusiastic about new innovations in the digital realm and is eager to promote digital integration for brand campaigns.

Wayne is a self-confessed starter-finisher. His work in South Africa and the UK for agencies great and small means he sees the big picture and the finer details.

### WEB PROFILE

Wayne has learned a thing or two from his 17 years in advertising.

Starting out as a graphic designer before moving into art direction and then client service, Wayne has worked on campaigns for multinational companies including Vodafone and Heineken.

As a technology lover, Wayne is enthusiastic about new innovations in the digital realm and is eager to promote digital integration for brand campaigns.

Wayne loves rugby, water sports and Indonesian food. His work in South Africa and the UK for agencies great and small means he sees the big picture and the finer details.

Despite his world experience, he's very happy to call Canberra home – but is still searching for the capital's best Nasi Goreng.

# Naomi Lemmon

## Senior Account Manager

### PROPOSAL PROFILE

Naomi's more than 21 years of experience in the advertising industry gives her invaluable insight.

She has an extensive knowledge of the media, design and print production and loves working closely with clients to develop a strategy that builds their corporate voice and communicates their message.

Naomi is accommodating and flexible when presented with challenges. She has worked with numerous private sector clients and government departments and has consistently delivered outstanding results on a range of marketing initiatives including TV production, annual reports and web strategy. Recent successes include branding development for Carers Week, Better Start, the Commonwealth Superannuation Corporation and the Australian of the Year 2012 nominations campaign and state announcements..

Naomi is diligent, loyal and social. She works hard to form strong and honest relationships with clients to ensure that each and every project is a success.

### WEB PROFILE

Naomi grew up in Canberra and lives life to the fullest. Her more than 21 years of experience in the advertising industry has given her invaluable experience.

She has an extensive knowledge of the media, design and print production and loves working closely with clients to develop a strategy that builds their corporate voice and communicates their message.

She's diligent, loyal and social with a fondness for cooking and entertaining.

Naomi works hard to form strong and honest relationships with clients to ensure that each and every project is a success.

# Brittany Champness

## Account Manager

### PROPOSAL PROFILE

Brittany isn't afraid of working hard to perfect a project.

Having worked as a graphic designer in Sydney and Canberra before settling into account management, Brittany is able to bring designer's eyes to her project management. This rare combination of skills allows her to see both the design and communication aspects of campaigns and greatly benefits the end product.

Her exceptional work on the Canberra Hospital Foundation branding showcased her ability to deliver a comprehensive end product that communicates a strong message and leaves everybody impressed.

### WEB PROFILE

Brittany isn't afraid of working hard to perfect a project.

A self-proclaimed novice gardener, Brittany loves to try new things. Her recent foray into upholstery demonstrates her love of all things creative... and a good challenge.

She enjoys the varied, fast-paced environment at CRE8IVE and has a natural talent for communications and branding.

Having worked as a graphic designer before settling into account management, Brittany brings designer's eyes to her projects. This rare combination of skills allows her to see both the design and communication aspects of campaigns and greatly benefits the end product.

# Sarah Mathews

## Account Manager

### PROPOSAL PROFILE

Graduating from the University of Canberra with a double degree in marketing communications, advertising and arts, Sarah combines a love of art and design with a personal dedication to her clients.

She believes effective advertising is built on sound research and strategic communication that underpins strong, creative ideas. Passionate about seeing great advertising rolled out from start to finish, Sarah understands the benefit of finding key consumer insights.

Sarah has produced some exceptional work over the years. Her work on the Sculpture Bar campaign for CRE8IVE was enthusiastically received and she demonstrated the impact Social Media can have on a campaign while working with the National Gallery of Australia.

In her spare time, Sarah volunteers for the Smith Family as part of their Tertiary Mentoring Program and enjoys working on community service campaigns such as the Hands Across Canberra Foundation.

Sarah develops strong relationships with her clients and has a clear vision to meet their needs.

### WEB PROFILE

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# Nidhi Joshi

## Account Coordinator

### PROPOSAL PROFILE

A graduate of advertising and marketing communications, and commerce, Nidhi is committed to great outcomes and will work tirelessly to deliver them.

As Account Coordinator at CRE8IVE, Nidhi has a knack for seeing multiple perspectives and finding the best solution. She loves discussing great ideas with clients and watching a concept grow.

She's a bright spark and it comes as no surprise to learn that she was a finalist in the 2010 International Advertising Association's Big Idea Competition (Australia Chapter).

Always keen to find new ways for clients to meet their objectives, Nidhi loves seeing the reaction they give when a project is delivered.

### WEB PROFILE

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She possesses a love of reading, Turkish food and cricket, as well as a joyful enthusiasm that's contagious.

# Emma Jackman

## Senior Art Director

### PROPOSAL PROFILE

Emma knows that design is more than simply making things look good – it's about strategy and crafting a message.

After university, Emma worked for some of Canberra's leading design agencies. She then took her career abroad where she worked with high-profile international brands designing across print, web and display before returning to Canberra and joining the team at CRE8IVE.

As Senior Art Director, Emma juggles her own exceptional design work with overseeing CRE8IVE's dynamic design team. With a style that's clean and corporate, Emma believes design should serve as a tool to craft a message, not overpower it.

Emma's passion is evident in her recent brand development for East Hotel as well as her ongoing commitment to the Australian of the Year campaign.

Emma cares about her clients, and leads the studio to ensure a project is delivered on time and exceeds clients' expectations.

### WEB PROFILE

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# Paul Whitely

## Art Director

### PROPOSAL PROFILE

As Art Director, Paul takes charge of projects' creative direction.

Paul was drawn to Canberra to study Graphic Design and since then he has developed countless concepts and creative solutions, bringing his flair and natural talent to multiple campaigns. He loves CRE8IVE's passion and ambition and has enjoyed being part of the agency's growth in recent years.

Recent work on the award winning Canberra 2030 campaign for the ACT Chief Minister's Department, and Carer's Australia project, showcased his ability to take a client brief to the next level.

His thorough and consistent approach to design brings confidence to clients. He forms strategic partnerships with every client to offer more than just pretty pictures. Instead he produces striking creative solutions that enhance their business and brand.

### WEB PROFILE

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# Mark Eastwood

## Graphic Designer

### PROPOSAL PROFILE

Mark's talent as an illustrative artist is exceptional. He loves taking initial concepts through the design process and hitting the target with outstanding finished art.

After more than 6 years at CRE8IVE, he is particularly proud of his illustration work on the 2010 and 2011 Tertiary Open Day campaigns. With skills in web design, brand development, illustration and font design to name a few, his talents are as diverse as they are impressive.

He's worked for a range of clients including the High Commission of the Kingdom of Tonga and the Canberra Convention Bureau. His work on the AFMA Annual report helped make it a finalist for the Excellence in Annual Reports at the PAGE awards.

Mark is not only a fresh and dynamic designer, he's also professional, responsive, and detailed in his approach. He believes nothing is impossible in design.

### WEB PROFILE

Mark loves taking initial concepts through the design process and deliver outstanding finished art.

He grew up in Victoria, NSW and the ACT, and travelled throughout South America before landing at CRE8IVE more than 6 years ago. Since then he has developed a knack for finding new angles to sell a message.

Mark's appreciation of art and design was apparent long before it became his job. An enthusiasm for illustration and art continues to fill his out of office hours.

Mark is not only a fresh and dynamic designer, he's also professional, responsive, and detailed in his approach. He believes nothing is impossible in design.

# Chris Halloran

## Graphic Designer

### PROPOSAL PROFILE

Chris loves forward thinking, contemporary design which produces strong brands that have an impact.

He loves the fun, inspiring culture at CRE8IVE and relishes the reaction from people when he delivers above expectations. He has a flair for strong brands and his bold, visual style and perfectionist approach means he's constantly pushing the envelope and producing work that surprises.

Particularly proud of his work for the Tourism Industry Council, clients are consistently excited by his concepts and designs.

### WEB PROFILE

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Clients are consistently excited by his concepts and designs.

# Trish Wogens

## Graphic Designer

### PROPOSAL PROFILE

Trish's experience from working in small boutique studios as a graphic designer and account manager gives her an edge.

Her passion for art and design is evident in everything she does. She combines her well rounded understanding of the design process with a clear insight into clients' thinking to deliver outstanding results.

Trish excels at typesetting and typography – she understands the impact great type has on the way a project is perceived. Recent projects include the Department of Health and Ageing report *National Health Reform, Progress and Delivery*.

Trish aims to always be one step ahead of expectations and finds satisfaction in delivering a successful design solution.

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# Drew Geary

## Digital Producer

### PROPOSAL PROFILE

Drew is at the forefront when it comes to technology. He's always excited to explore new and emerging technologies for inclusion in CRE8IVE's digital campaigns.

As Digital Producer, Drew supervises the development team and has produced award-winning campaigns such as the Canberra 2030 campaign for the ACT Chief Minister's Department and the Better Start website for Carers Australia.

He's worked as a graphic designer, project analyst and has dabbled in coding, so he has a great understanding of how the production pieces fit together. His expertise in user experience and comprehensive testing ensures the high quality of all digital projects.

Drew loves to be challenged, but it's projects that benefit the community like the Hospital Foundation and Hands Across Canberra that give him personal satisfaction.

Clients are sometimes unsure of how to move into the digital space. Drew makes that transition comfortable for every client.

### WEB PROFILE

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# Daniel Lever

## Web Developer

### PROPOSAL PROFILE

Daniel is passionate about the digital web space and interface design.

He loves problem solving, and is proud of his attention to detail. For Daniel there's nothing more satisfying than producing websites and applications that provide an effective and enjoyable experience.

Daniel has extensive experience in the delivery of online and interactive solutions for government and corporate clients. He understands and values the importance of usability and accessibility in website construction, and ensures these fundamentals in all of his sites.

He was senior developer on the Molonglo Valley website and the award-winning Canberra 2030 campaign website for the ACT Chief Minister's Department.

Daniel considers himself lucky to have a job doing what he loves. He programs for fun and often works on CRE8IVE projects in his own time simply for the love of it.

### WEB PROFILE

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Daniel has extensive experience in online and interactive solutions for government and corporate clients.

Growing up in Wollongong before moving to Canberra for study, Daniel loves problem solving and adding the fine details to his work. He also doesn't mind the odd burrito with extra jalapenos.

Daniel loves programming and often works on CRE8IVE projects in his own time simply for the love of it.

# Joel Hancock

## Web Developer

### PROPOSAL PROFILE

Joel brings a combination of creative design and love of technology to CRE8IVE's dynamic studio.

Joel is multitalented and incorporates his artistic background into his web development methodology. He's uses his design skills when building a website's user interface and his brilliant programming ability to build websites that excite.

Joel always follows best technical practice in his development of websites and his knowledge of the way consumers interact with digital media means his sites consistently hit their mark. His recent work on the RSPCA ACT website featured secure online donations and customised CMS modules. It's easy to use and looks brilliant too.

Joel's clean, powerful and reliable web solutions push clients' messages whether they have something to sell, or a service to provide.

### WEB PROFILE

Joel brings a combination of creative design and love of technology to CRE8IVE's dynamic studio.

Joel follows best technical practice in his development of websites and his knowledge of consumers' interaction with digital media means his sites consistently hit their mark.

Not just the tech geek in the corner, Joel is also a cycling enthusiast and cooking enthusiast. He has an artistic background which he incorporates into his web development methodology.

Joel's powerful and reliable web solutions push clients' messages whether they have something to sell, or a service to provide.

# Jono Hayward

## Web Developer

### PROPOSAL PROFILE

Jono brings a breadth of IT experience and passion for PHP to CRE8IVE's web development team.

With a background in systems and computer hardware, Jono taught himself to build websites for fun and quickly realised that he was rather good at it.

He may be relatively new to CRE8IVE, but he's already made his mark. As lead developer on the eye-catching Sculpture Bar website, his knack for developing dynamic, easy to use websites is obvious.

Jono knows that a great website is only part of selling a message, and is keen to integrate social media into brand campaigns to raise awareness and develop a strong following.

He is the natural enemy of the typo, priding himself on his eye for detail when it comes to the written word.

Jono's honest, highly-focussed attitude sees him produce impressive sites again and again and again.

### WEB PROFILE

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Jono lives and breathes computers, loves video games, and seeing great design realised.



# Jeff Hart

## Studio Manager

### PROPOSAL PROFILE

Jeff believes you should always look to improve.

As CRE8IVE's Studio Manager, it's Jeff's task to fit all the pieces of the studio production puzzle together.

Jeff loves working with clients and suppliers across multiple jobs to achieve their objectives. He has more than 12 years in print manufacturing, including 8 years in the UK. Working as Commercial Manager for one of the UK's largest print groups has provided a wealth of experience and the value of a cool head.

Jeff enjoys the variety of projects at CRE8IVE and loves seeing clients impressed.

### WEB PROFILE

As CRE8IVE's Studio Manager, it's Jeff's task to fit all the pieces of the studio production puzzle together.

He has more than 12 years in print manufacturing and working as Commercial Manager for one of the UK's largest print groups has provided a wealth of experience. No doubt his experience has taught him the value of keeping a cool head and to meet challenges head on.

He spends his time away from work rowing and completing his Masters.

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