

RYAN GRIFFIN

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PROFILE

I have 10+ years experience managing and producing events and leading integrated communication projects across brand experience, TV, radio, OOH and social media

My previous responsibilities span creative development, team and client management, event production and brand partnerships both as sponsor and rights holder

I am energetic and self-motivated, like to think outside the box, push boundaries, find solutions and wherever possible, exceed expectations.

I am proactive, a creative thinker, and inspired by innovation and new ideas.

CERTIFICATIONS

Cert IV Training and Assessment 2015
Senior First Aid - Current
Dip PR - 2006

SKILLS

High level client, partner, stakeholder and supplier management

Developed understanding of the events industry, event practices, documentation and safety

Ability to effectively communicate with clients, co-workers, stakeholders, senior decision-makers and partners via highly developed written and verbal presentational skills

Ability to identify new business opportunities and revenue streams and develop commercial opportunities

Effective financial management (including budget development and management, forecasting and projections and meeting revenue targets)

Process driven with high level attention to detail

Creative ideation and development

Developed understanding of the creative process and intra-agency management practices

Leadership and development of direct reports and working groups

EXPERIENCE

EVENT MANAGER W.A.

ACTIVEDGE

August 2018 - Current

In this part-time / as required role, I am responsible for developing and delivering digitally lead photo activations across the Perth metro area. My responsibilities include:

- Developing and managing Perth based clients
- Developing pitch strategies and responses to brief
- Writing digital briefs and administrative documents for client events
- Event management of all WA events including staffing, set build, branding and equipment

PROJECT MANAGER

GETTIN HECTIC

September 2017 - March 2018

At Gettin Hectic I developed a variety of projects including Synergy's Pride WA float and Xmas Lights Trail, a multi-sensory beach experience at Lakeside Joondalup and a digitally led interactive campaign, Walter, to bring Murdoch University's sponsorship of Perth Arena to life.

I oversaw the ideation, production, execution, and financial management of each, and developed and implemented new client and project management processes agency-wide.

ACCOUNT DIRECTOR

WPP THE STORE

June 2016 - July 2017

My team delivered solutions for on and off-premise channel marketing for Moet Hennessey Australia, including sales promotions, POS, brand activation at key venues, co-presented partner events, and bespoke production items, including the Dom Perignon Illuminator with Vue De Monde Melbourne.

Within the role I was tasked with developing a true full service offering to MHA via agencies within the WPP Group, working from MHA and serving as the contact point for multiple internal business units, and generating new business opportunities

Other responsibilities in this role included:

- Manage a team of 3 direct reports
- Develop on and off-premise consumer promotions across all brands including creative, terms, conditions and permits, prize fulfillment, itinerary development, and the production and distribution of prizes, premiums, and uniforms
- Produce pitches and presentations to a CEO / CMO standard
- Brief writing and response
- Manage creative development for print, digital and social content
- Engage local and overseas suppliers to deliver to international brand standards
- Establish best practice processes and documentation for a new agency and agency model
- Financial management, including forecasting, budgeting and reconciliation
- Identify and convert new business opportunities
- Proactively identify and share client relevant innovative ideas

FESTIVAL MANAGER SPECTRUM NOW (FAIRFAX EVENTS)

July 2015 - June 2016

The Spectrum Now Festival ran in Sydney's Domain for two weeks of Big Top music acts, children's activities, free art and entertainment, food stalls and culinary events.

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...EXPERIENCE

FESTIVAL MANAGER

SPECTRUM NOW (FAIRFAX)

continued...

The festival brought to life the SMH Spectrum Arts and Culture supplement with 25 specially developed and co-produced events and 100 independent umbrella events. As part of a core team of 3, I primarily lead the development and production of the festival as a entity as well as key festival events, and oversaw the marketing, partnerships, programming and sales functions of the festival.

Some of the tasks undertaken in the role include:

- Event management, logistics and technical production for the Domain site, include stakeholder and risk management, technical production, programming, security and food and beverage licensing
- Development of 6 key festival events with partners including AGNSW, Netflix, MTV and QT Hotels
- Manage \$2M+ budget including sponsorship and event revenues, forecasting and reconciliation
- Devise sponsor activations and integration opportunities
- Production, development and maintenance of the festival website and printed program
- Development and management of social media and marketing plans
- Development of attractive commercial properties to increase revenue
- Engagement of the wider arts community to recruit and develop events into the program
- Devise sales strategies for commercial properties, festival participants and food vendors
- Entertainment booking, including contract negotiation and visa management
- Performer and artist liaison

ACTIVATION MANAGER

MAVERICK MARKETING

February 2014 - July 2015

My role involved the planning and execution of integrated experiential campaigns, sampling activities, B2B events and PR stunts across a suite of clients and agencies within the STW group.

- Manage one direct report
- National BTL campaign management across activations, partnerships and promotions
- Contribution to creative and strategy sessions
- Develop and nurture venue and supplier relationships
- Brand ambassador training and management
- Risk management and mitigation
- Brief creative and production output

EVENT PRODUCER

PLAY COMMS

October 2013 - February 2014

I was responsible for the pre-production, production and execution of events including experiential campaigns, national sampling activities, website launches, trade shows, retail activations, conferences, integration with music and art festivals, ATL campaigns and sponsorship activation.

The key responsibilities of this role were:

- Regular communication with creative and client service teams
- Site management incl bump in and out storage and transport of each activity
- Develop a strong network of production partners including AV, print production, logistics, bespoke build and staffing
- Ensure risk and safety compliance on all projects
- Stakeholder management
- Identify innovation in the experiential field

SENIOR SPONSORSHIP AND EVENT MANAGER

INNOCEAN WORLDWIDE

April 2011 - July 2013

In this role I was responsible for the management and execution sponsorship rights for Kia Australia head office, (Australian Open and Essendon Football Club) and developing grass roots partnership strategies for dealers . In addition we delivered all KMAU special events including motorshows, dealer conferences, incentive programs, product launches, press events, consumer promotions and experiential campaigns.

My key accountabilities included:

- Manage three direct report staff
- Develop comprehensive plans for each event or property, including branding opportunities, internal and external communications, managing creative outputs, corporate hospitality, content production, brand activation and integration

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...EXPERIENCE *INNOCEAN WORLDWIDE*

SENIOR SPONSORSHIP AND EVENT MANAGER

continued..

- Develop integrated promotional opportunities with partners
- Ensure and assess that sponsorship obligations are met by all parties
- Assess the suitability and success of sponsorship proposals and agreements
- Maintain brand integrity across all touch points and as the central point of contact for external agencies and international partners
- Develop and maintain an extensive network of suppliers
- Recruit, train and develop Brand Ambassadors
- Remain up to date with innovations within the industry
- Event administration including run sheets, rosters, signage plans, event documentation, risk management and assessment

ACCOUNT MANAGER

ACTIVEDGE

June 2007 - December 2010

Activedge is a bespoke marketing consultancy in Sydney providing marketing, event, promotion and production solutions to a variety of industries. The main functions of my role were:

- Work with brands to develop and execute experiential / guerilla campaigns across Australia
- Manage budget and timelines for events and production
- Develop strong client relationships and generate new business
- Write and respond to creative briefs
- Post campaign evaluation and analysis
- On site event management
- Set/stand builds, uniform production,
- Manage suppliers nationally and internationally
- Ensure legal compliance and associated permissions, permits, terms and conditions and insurances

JUNIOR PUBLICIST

NETWORK TEN

August 2006 - June 2007

Network Tens publicity department generate media coverage for Ten programming and talent and manage media enquiries. The key functions of my role were:

- Manage media enquiries across the team
- Leverage and coordinate photo shoots and interview
- Manage relationships with key media and journalists
- Coordinate publicity events to generate media coverage
- Liaise with network talent
- Distribute spoilers, images and forward programming to key media contacts
- Instigate and manage social media communications at the commencement of digital programming
- Develop innovative press kits to launch new programs

REFERENCES

AVAILABLE ON REQUEST