

RYAN GRIFFIN

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PROFILE

I have 10+ years marketing and communication experience across integrated project, digital and social campaign management and experiential marketing, including planning, production, creative development and fiscal management.

I am an energetic and a self-motivated achiever who likes to think outside the box and take a solution based approach to the task at hand. I am proactive and a creative thinker, and am inspired by innovation and new ideas.

SKILLS

- End to end project management, including budgeting, reporting, projection and post analysis
- High level client, sponsor and stakeholder management
- Proven ability to identify new business opportunities and revenue streams
- 360 campaign integration across digital platforms and development, social, promotion, copywriting and art direction for ATL and BTL
- Excellent written and verbal communication skills
- Detail oriented

EXPERIENCE

EVENT PROJECT MANAGER

GETTIN HECTIC

September 2017 - March 2018

As a member of the Gettin Hectic management team I have planned and delivered campaigns for Murdoch University, LendLease, Alinta and LotteryWest.

In addition, I have been integral to the introduction and implementation of agency process and roll out of new CI.

ACCOUNT DIRECTOR

EVENTS AND ACTIVATION .

WPP THE STORE

June 2016 - July 2017

As Account Director for Moet Hennessy Australia I Introduced Group Level account service to the WPP group across digital, experiential, strategy and production agencies

Other responsibilities in this role included:

- Manage a team of 3 direct reports
- Develop pitches and presentations to a CEO / CMO standard
- Brief writing
- Manage creative development for 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 new business opportunities
- Identify client relevant innovative and present proactive ideas

FESTIVAL MANAGER - ARTS

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 and free entertainment, food stalls and art installations. My role included integrated project management spanning production, marketing and meeting commercial and sponsor targets.

The key responsibilities of my role were:

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EXPERIENCE

FESTIVAL MANAGER - ARTS

July 2015 - June 2016

- Managing a core team of 4 people and recruitment for specialist contract roles
- Engagement of the wider arts community to recruit and develop events into the program
- Production, development and maintenance of the festival website and printed program
- Develop sponsor activations and sponsor integration opportunities
- Budget management including sponsorship and event revenues, forecasting and reconciliation
- Develop and manage social media and marketing plans
- Production of 6 key festival events
- Event management, logistics and technical production for the Domain site, include stakeholder and risk management, technical production, programming, security and food and beverage licensing
- Entertainment booking and artist liaison

FAIRFAX EVENTS

ACTIVATION & EVENTS MANAGER

February 2014 - July 2015

My role involved the planning and execution of 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
- Contribution to creative and strategy sessions
- Develop and nurture venue and supplier relationships
- Ambassador training and management
- Risk management and mitigation
- Brief creative and production output

MAVERICK MARKETING

EVENT PRODUCER

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 and sponsorship activation. The key responsibilities of this role were:

- Regular communication with creative and client service teams
- Oversee the bump in and out of each activity
- Ensure risk and safety compliance
- Logistical and supply chain management
- Stakeholder management
- Monitor innovation in the experiential field

PLAY EVENTS

SENIOR SPONSORSHIP AND EVENT MANAGER

April 2011 - July 2013

In my role I was responsible for the management and execution of all events and sponsorship rights for Kia Australia. This included the Australian Open, Essendon Football Club, dealer conferences, incentive programs, product launches, press events, consumer promotions and experiential campaigns.

My key accountabilities included:

- Manage three direct report staff
- Maintain brand integrity as the central point of communications across external agencies and international partners
- Day to day client and stakeholder management
- Assume a trusted advisor role within client company, including a 3 month secondment
- Remain up to date with innovations within the industry

INNOCEAN WORLDWIDE

RYAN GRIFFIN

EXPERIENCE

SENIOR SPONSORSHIP AND EVENT MANAGER

INNOCEAN WORLDWIDE

April 2011 - July 2013

- Risk management and assessment
- Generate creative briefs and work closely with internal creative teams
- Campaign planning and production from conception to execution and analysis
- Develop and maintain a broad network of third party suppliers

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

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

- Manage all media enquiries
- Leverage and coordinate photo shoots and interviews
- Manage relationships with key media outlets and journalists
- Coordinate publicity events to generate media coverage
- Talent liaison
- Distribute spoilers, images, and forward programming information to media
- Instigate and manage social media communications at the commencement of digital programming content
- Develop innovative press kits to launch new key programs

2IC / CASUAL MANAGER

GENERAL PANTS

November 2004 - August 2006

Main duties:

- Customer Service – customer satisfaction and meeting sales targets
- Team supervision and motivation
- Cash handling
- Administrative tasks – weekly reports, daily/weekly/monthly figures, time sheets
- Event Management
- Visual Merchandising
- Operations and special events support