

PROFILE

With more than 15 years of experience, I specialize in integrated campaign delivery, experiential marketing, live events and business leadership.

My expertise includes strategic brand partnerships (both as a sponsor and rights holder), brand activation, client and stakeholder relationship management, complex team and project management including the development and optimization of operational and administrative processes. Energetic and self-motivated, I thrive in dynamic, passionate environments and am inspired by innovation and big-picture thinking. I enjoy thinking outside the box, finding solutions and exceeding expectations whenever possible.

CERTIFICATIONS

GCert Business Management SEP 2025
Senior First Aid - Current
Emergency Management
WA Approved Manager & RSA
Cert IV Training and Assessment 2015
Dip PR - 2006

CONTACT

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EXPERIENCE

VISUAL INSPIRATIONS
Operations Manager

JUN 2023 - PRESENT

- Streamlined communication and collaboration among six cross-functional teams (Sales, Creative, Production, Warehouse, Xmas, Retail, On-site) to ensure seamless project delivery in-line with company standards and procedures.
- Developed and maintained key business policies (WHS Management Plan, Emergency Response Plan, Code of Conduct).
- Manage office operations, including diary management, team meetings, WHS compliance, IT support, and purchasing
- Procurement, management, and deployment of trucks, plant machinery, labor, and specialized tools.
- Managed warm sales leads through website inquiries

CREATED BY CLINT
Head of Production

MAR 2022 - MAY 2023

- Lead a national team of five production staff, delivering creative events, bespoke set design, and interactive activations across Australia.
- Developed, monitored, and reconciled project budgets and timelines, ensuring projects were delivered on time and within budget.
- Managed multiple projects and stakeholders from concept approval to delivery, including design, production, logistics, and activation.
- Managed OHS, insurance, and induction documentation, establishing best-practice WHS policies.
- Developed relationships with a variety of key suppliers and contractors across all fields, and demonstrated efficiencies and budget savings
- Managed programming, promotional staff, influencers, and entertainment for activations and events.

SKILLS & ATTRIBUTES

CONTRACT MANAGEMENT: Skilled in negotiating detailed agreements, maximizing value, and executing deliverables for mutual success.

EVENT EXPERTISE: In-depth knowledge of event practices, WHS procedures, administration, and technical production/innovation.

COMMUNICATION: Strong written and verbal communication skills, adaptable across consumers, suppliers, clients, and all levels of management.

PROJECT MANAGEMENT: Detail-oriented with a strategic mindset, anticipating needs, solving problems, and collaborating for the best results.

CLIENT & STAKEHOLDER MANAGEMENT: Proven ability to exceed expectations, ensuring seamless delivery and successful outcomes.

.FINANCIAL ACUMEN: Proficient in budgeting, forecasting, financial reconciliation, and identifying cost efficiencies.

LEADERSHIP: Extensive experience in leading and developing teams, fostering collaboration, and driving results.

BUSINESS DEVELOPMENT: Skilled in identifying new business opportunities, developing commercial strategies, and achieving revenue targets.

CRAFTED EVENTS

JUN 2021 - MAR 2022

Production Manager

Crafted Events and Cocktail Gastronomy provide pop-up catering and bar services, an event hire space, mobile pop-up bars, brand activation, and liquor licencing in Western Australia

- Collaborate with Event Managers and Partners to continuously improving service and efficiency
- Manage a workforce of up to 65 casual event, bar and kitchen staff, overseeing recruitment, training, payroll, and rostering.
- Oversaw supplier, contractor, and partner relationships, WHS and ALG documentation, contracts and permit applications
- Warehouse inventory, stock control, and equipment maintenance and logistics

GETTIN HECTIC

AUG 2017 - APR 2018

Project Manager

- implement new brand identity, client and project management processes, enhancing agency-wide efficiency.
- Project Manage integrated campaigns for Synergy, Murdoch University, Lotterywest and Lendlease
- Develop and present client solutions across digital, experiential, sampling and social for FMCG, Governemnt and retail clients

WPP THE STORE

MAY 2016 - JUN 2017

Account Director

My team serviced the on- and off-Premise Marketing teams at Moet Hennessey Australia before I was tasked with developing a true ‘full service’ offering to MHA. This involved working mostly from their office and connecting Channel, Brand, Sales and Senior Managers to over 160 agencies within the WPP network, managed by my team of 4

- Established commercial and operational policies for new business structure that incorporated and exceeded all agreed service levels with MHA
- Integrated and streamlined delivery across PR, digital, trade promotion, sponsorship, brand activation, sales and key account partners
- Presented ideas, campaigns and reports to c-suite audience
- Financial management, including forecasting, overseeing and reconciling project budgets, and management of agency operational costs, revenue KPIs and identified commercial opportunities and process efficiencies to acheive these

FAIRFAX EVENTS

JUL 2015 - JUN 2016

Festival Manager - Spectrum Now

Part of a core team of 3, I lead the development of the festival identity, as well as key festival events, and oversaw the marketing, partnerships, programming and production functions of the festival, including:

- Event management, logistics and production for the 10,000-capacity Domain site, including stakeholder, risk and OHS management, entertainment programming, security, permitting and compliance and food and beverage licensing
- Development of 6 key partner events including AGNSW, Netflix, MTV and QT Hotels
- Manage budget of \$2M+ including sponsorship, event and ticketing revenues, forecasting and reconciliation
- Devise sponsor activations and commercial integration opportunities to increase revenue
- Production, development and maintenance of the festival website and printed program
- VIP and Artist management, including contract negotiation, PR opportunities, visa and greenroom management a

MAR 2014 - JUL 2015

This 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
- Deliver multiple BTL activation, partnership and promotional campaigns from client brief to post campaign analysis, with 1 direct report
- Recruit and train a national team of trusted suppliers, ambassadors and event staff
- Risk management and mitigation, OHS compliance

OCT 2013 - MAR 2014

I worked collaboratively with Client Managers to deliver pre-production, production and execution expertise to experiential campaigns, sampling activities, trade shows, retail activation, B2B conferences, placemaking for music and art festivals, print and tvc campaigns and integrated sponsorship activation.

The key responsibilities of this role were:

- Effective communication with creative and client service teams in dynamic environment
- Site management, logistics, risk and safety compliance and permitting for all activities
- Develop a strong network of innovation-forward production partners across AV, print production, logistics, bespoke build and staffing
- Identify innovation in the experiential field

FEB 2012 -JUL 2013

Senior Sponsorship and Event Manager

Agency lead for Kia Australia sponsorship properties, (Australian Open and Essendon Football Club) and special events including motorshows, dealer conferences, incentive programs, product launches, press events, consumer promotions and experiential campaigns.

A 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 opportunities

CERTIFICATIONS

Grad Certificate Business Management Est completion 2025

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Emergency Management

WA Approved Manager & RSA

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Dip PR - 2006

REFERENCES

AND FULL CV AVAILABLE ON REQUEST