

PAUL MISKIMMON

Creative Director & Marketing Specialist

FAST FACTS

Location Sydney, Australia
Nationality Dual (Irish, Australia)
Mobile +61 405 206 407
E-mail paul@creativetendencies.com

CORE SKILLS



Creative / Art Direction
Scriptwriting
Storyboard Creation
Video Production
Project Management
Brand Creation & Development
Team Leadership
Copy-writing & Editorial Direction
User Flow (UI / UX)
Digital & Traditional Marketing

SOFTWARE



Adobe Creative Cloud

InDesign
Illustrator
Photoshop
Premier
After Effects



Additional

Wrike (Project Management)
Pardot
Campaign Monitor
Word
PowerPoint

LINKS



au.linkedin.com/in/paulmiskimmon



www.creativetendencies.com

PERSONAL PROFILE

For over 20 years, I've been using my creative design and marketing abilities to define, and tell the brand stories for a wide range of companies, in myriad verticals throughout the globe. I specialise in using video, written content, web & experiential touch-points to help drive sales, and increase market recognition. I've established and led design and marketing teams as well as consulted with start-ups and SME's to help them find their unique voice.

LATEST ROLE

Integrated Creative Director – NetComm

2006 - 2019

NetComm is a global developer of innovative broadband products supplying internet service providers, telecommunications carriers and governments. The primary aspect of my role is to look after the creative for the company and service the needs of the 3 Australian offices and the offices in North America, Europe and Asia.

Studio & traffic management – Ensuring that all project briefs are sanity checked against the company strategy, are actionable and to get them into the system, assigned to a designer and produced on time.

Providing creative guidance to the team – Reviewing and providing feedback to the team to make sure their work is on brand, on time, and of the highest quality.

Interfacing with stakeholders – Leading the design discussions with both internal departments (marketing, engineering, sales, finance) and external clients including nbn, Vodafone Global, AT&T, and Telstra.

Concepting campaigns and projects – Working with copywriters and the design team to create the overall themes for video content, ad campaigns and thought leadership copy.

As well as managing and leading the team I am also hands on and carry projects from concept to completion. The type of work I produce includes video content (*case studies, explainer videos, product videos*), digital (*websites, intranets, EDMs and device / app UI and UX*) packaging and associated materials, exhibition stands, device ID.

In addition to the above my role carries a marketing component which has come from my interest in marketing strategy and technology

Social platform management – Analysing and updating the social platforms (YouTube, LinkedIn, Facebook, Twitter) to ensure there is constant content and see which content is getting the highest engagement to refine future marketing strategy.

Creating product go to market strategy – creating the marketing calendar for product launches including PR opportunities, production of online and offline materials incl EDM's, social campaigns & landing pages.

Marketing automation – Researching, & implementation of marketing automation platforms and the creation of sales funnels and drip marketing campaigns.

Major Achievements

Building & Mentoring Design Team

One of my first remits when joining the company was to reduce marketing/design costs by creating an in-house team. By creating a multi-disciplinary team I've been able to expand our capabilities significantly, resulting in greater quantity and quality of output at a lower overall cost.

Consumer Device UI

NetComm's portfolio comes from a number of suppliers which can result in an inconsistent experience. I led a project to break down the UI/UX across all devices to create a cohesive NetComm experience. I conducted extensive discovery sessions, customer interviews and user testing. The new platform I designed resulted in increased interest from ISP customers and was integral to winning 2 new recurring contracts.

NetComm Re-branding

As NetComm transitioned from a B2C to B2B / B2G company the brand story needed to evolve and change to support that transition. I created the new logo and colour pallet along with guidelines for video, printed collateral and website. When this was approved I oversaw the implementation over a 6 month period to successfully re-position the company. The rebrand was a major success with website CTA's resulting in an increase in leads from B2B customers and greater interest from B2B publications.

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PREVIOUS ROLES

Senior Graphic Designer – Sydney Convention and Visitors Bureau 2005 - 2006
Sydney, Australia

- Complete creative management of signature event 'Sydney on Sale' including advertising, prospectus, signage, website & logo
- Concept and design of long-form annual publication Event Planners guide
- Designed & coded first e-newsletters for the company
- Designed logos & branding for multiple successful bids to bring events to Sydney & NSW

Senior Graphic Designer – UGL Limited 2004 - 2005
Sydney, Australia

- 6 month contract to create templates (Word, PowerPoint) for internal marketing team to use

Senior Graphic Designer – OneWorld Design 2004 - 2004
Sydney, Australia

- Short term contract with an agency specialising in the development of innovative FMCG packaging and promotional materials.

Senior Graphic Designer – Robinson Young 2002 - 2004
Sydney, Australia

- Managed all creative for multiple companies including CHU Insurance, Proteome Systems (Biotech) and Ferrier Hodgson
- Design & UI for extranet launch for 300+ staff
- Award winning Annual Report design for Port Kembla Port Corporation
- Created prospectus & supporting materials for Proteome Systems ASX listing

Senior Graphic Designer – Tallon Graphics 1998 - 2001
Dublin, Ireland

- Part of a three person team responsible for countrywide ATL & BTL campaign to introduce the Euro into Ireland
- Designed & project managed development of Capital Markets website for AIB Bank
- Created award winning advertising campaigns for AIB Bank
- Managed projects from client pitch to final print

Mid-weight Designer – Image Creation Technologies 1996 - 1998
Dublin, Ireland

- Designed & project managed development of careers website for Bank of Ireland
- Brand development & management for game company Blizzard Entertainment (Warcraft 3)
- Packaging conception & design for Visio, Borland Software & Corel Corporation

Mid-weight Designer / Writer – Belmont Publications 1996 - 1996
Belfast, Northern Ireland

- Designed & launched 2 monthly magazines
- Art direction of photo-shoots for both advertising & editorial

Graphic Designer / Writer – Bridgewater Publications 1993 - 1996
Belfast, Northern Ireland

- Designed & launched 4 monthly magazines
- Designed & Launched 2 bi-weekly newspapers
- Wrote articles & editorial