

Digital Program Manager

GAVIN REA

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Location: Sydney, Australia

PROFESSIONAL SUMMARY

I have built my skill set and reputation around making innovation projects possible. A creative Production Manager with extensive international (New York, San Francisco, Los Angeles) and local (Sydney, Melbourne) digital production experience in managing creative teams in delivering digital, e-commerce, paid social and live events from ideation through execution for brands including; Canva, NIKE, Apple, Pepsi, GE, A/X Armani Exchange and INFINITI.

I've demonstrated a history of delivering large scale, complex projects and managing cross-discipline teams on award-winning work. My strengths are my knowledge of digital strategy, the design process, grasp of complex technology, teamwork, leadership, clear communication and problem solving. I've held senior roles at agencies including: Weiden + Kennedy (NY), Wednesday Agency, Clemenger BBDO, Publicis, Isobar, Phenomenon, Atmosphere Proximity BBDO (NY), Grey (NY), MPC, Pereira & O'Dell (NY) and BBDO (San Francisco).

CORE COMPETENCIES

- **Project Management.** I've successfully led agency teams on a range of project deliveries including experiential, live action, video, TVC, VR, AI, AR, touchscreen, mobile, microsite, multilingual websites, e-commerce (Shopify, SiteCore, WooCommerce, SquareSpace, Magento), rich media banners, eDM and social content campaigns. These projects were managed through Agile methodologies.
- **Delivery Leadership.** I've developed and directed the creative development of content-driven multi-channel marketing campaigns and business development initiatives for sport, entertainment, lifestyle brands, and agencies. I will quite often perform multiple roles to get the job done. Project budgets in the range of \$20k to \$1.1M
- **Stellar Communicator and Negotiator.** While working as a marketing professional I have been an effective communicator across all levels of the organization up to the Board level. I have expert presentation skills acquired from years of creating pitch decks and presenting work to Clients.
- **Proficient in Analytics, Digital Marketing, eCommerce and Creative Software.** Key software I have worked with include: Excel, PowerPoint, Keynote, PhotoShop, Illustrator, FinalCut Pro, HTML, Python, Java, Ruby, PHP, Squarespace, WordPress, Joomla, Magento, Shopify, WooCommerce, Stripe, Sitecore, Salesforce, Google DoubleClick and Analytics, Campaign Monitor, JIRA, AirTable, Trello, BaseCamp, GitHub and Adobe Campaign.

SKILL SUMMARY

Project Management, Scoping, Budgeting, Agile Practitioner, Scrum Leadership, Mentoring & Team Leadership, Project Planning & Timelines, Digital Strategy, Client facing presentations & Pitches, Creative & Technical Briefing, SoW, Business Requirements, Process Re-engineering, Resource Scheduling, Video edits & VFX, Virtual Reality, Social Media Production, Photography Production, Virtual Reality (Oculus Rift), Artificial Intelligence (AI), Digital Experiential & Augmented Reality, Touchscreen technologies, Programmatic media buying, Mobile (native Apps) builds, Multilingual Websites builds, e-commerce build & strategy, eDM campaign & retargeting.

PROFESSIONAL EXPERIENCE

SENIOR INTEGRATED PRODUCER/PROGRAM MANAGER

CANVA, Sydney, Australia

July 2021 - Present

As an experienced Integrated Producer I assisted the Canva Marketing and Creative Production Team to deliver a series of world class marketing and brand initiatives on time, on budget and on strategy. I drew on my years of experience and core skills as a clear communicator, team player and I was able to inspire and motivate teams to deliver compelling content that demonstrated the beauty, simplicity and value of the Canva platform and products.

My responsibilities include:

- Manage and develop a team of Animators, Copywriters, Designers and Art Directors to deliver creative campaign assets
- Work with creative teams to bid, award and execute best in class work
- Work with brand, channel and product marketers to secure alignment and reach campaign goals
- Deliver mixed deliverable assets including on platform/social media formats including rich media banners, paid social, programmatic banners, stills, animation and video
- Set project schedules, and manage production calendars with highly specialised creative workers, including both internal creative teams and external partners
- Negotiate and manage project statements of work, estimates and related parameters
- Manage external vendor relationships (illustrators, photographers, design firms, production companies, etc.)
- Manage localisation of assets for key markets ensuring every execution feels hyper-local and relevant.

Campaigns included: US based 'With Canva You Can' campaign and localised versions for Canada, UK, NZ and Aus.

DIGITAL PROGRAM MANAGER

ENDEAVOUR DRINKS, Sydney, Australia

Jan 2021 – June 2021

As a Digital Project Manager I worked closely with the Product Owner, Delivery Lead and Business (BWS / Dan Murphy's Marketing team) to produce business requirements based from workshop sessions and digital analytics.

I was involved in the investigation into a new Loyalty rewards program, DMP and review of existing Martech software, Marketing media using Facebook, Agile ceremonies and ways of working, digital analytics, google analytics, customer engagement, journey, and experience.

The main focus of the role was to work with the Responsys (Oracle) and Amperity developers to produce unique audiences to maximise returns in the pursuit of improved personalisation for customer marketing and communications.

Achievements included:

- Launching first personalised BWS Catalogue with pricing,
- Defined Approach for DMP App Integration,
- Agreed Delivery of Amperity Audiences for Facebook,
- Recommendation on Loyalty rewards Platform for BWS,
- Launch of BWS delivery App (1hr delivery guarantee),
- Launch of the EndeavourX personalisation engine.

Brand: Dan Murphys, BWS

SENIOR PROJECT MANAGER
LEVO (Clemenger Group), Sydney, Australia

July 2020 – Jan 2021

As a Digital transformation consultant, I helped lead a team into the investigations of the 'as - is' and 'to - be' processes for a large e Commerce build using SiteCore and an organisations digital restructure.

These investigations involved a series of detailed workshops, documenting requirements and presenting findings and recommendations in the following areas:

- Transformation Strategy,
- Strategic Design,
- Data & Insights,
- Technology Activation,
- Digital Experience & Commerce,
- Change Management.

Clients: Adairs, Smart Group

INTEGRATED PRODUCER
INTEGER (TBWA/CHIAT/DAY), Los Angeles, USA

Feb - Dec 2019

I managed a team of creatives and developers to produce and launch AT&T's AR mobile gaming experience: I managed the build of an in browser gaming experience unlocked via Q codes, image recognition software, SMS and a User portal. Rolled out to AT&T's retail network of more than 5000 stores across the USA.

Clients: AT&T

CREATIVE PRODUCTION MANAGER
KAYO, Australia (FOX Sports), Sydney, Australia

July 2018 – Jan 2019

My role was to lead the production of all marketing creative for the business (whether produced internally or externally), including: product trailers, video advertisements, emails, social collateral, rich media dynamic display banners, newspaper/print ads, outdoor billboards and internal branded collateral. The comprehensive national marketing campaign features over 2,500 creative executions, live reads across 22 metro and regional radio stations, online homepage takeovers and digital marketing.

Digital campaign tools included: Adobe Audience Manager, Adobe Analytics, Adobe AdCloud and Adobe Campaign. We also partnered with Google, Instagram and Facebook who provided professional services across Google DoubleClick, AdWords platforms optimizing Paid Social Media performance and exposure across search, display and social.

Partnerships: Facebook, Instagram, Google, Adobe, Accordant (Sydney) and Host Havas (Sydney)

FREELANCE DIGITAL PRODUCER
Various Advertising and Production Agencies, NYC/LA/SF

Sept 2011 - June 2018

I managed and coordinated teams of creative and technical resources (up to 15 people) to deliver a variety of digital projects including virtual reality (VR), Artificial Intelligence (AI), experiential touchscreens, mobile (native apps), microsites, multilingual websites, e-commerce, rich media banners and eDMs. Project budgets were in the range of \$20k to \$2.1M.

Agencies: Wieden + Kennedy, Publicis Groupe, Atmosphere Proximity, BBDO, The Barbarian Group, Pereira & O'Dell, MPC, GREY, Wednesday Agency and ALLDAYEVERYDAY.

Brands: Estée Lauder, NIKE, VISA, Gillette, General Electric, AT&T, DELL, One & Only Resorts, Verizon, VMware, Chrysler Motors, Nickelodeon, Tommy John, P&G, NFL, A/X Armani Exchange, Barneys New York, TACORI, ESPN SportCenter, L'Oreal, Garnier Fructis, VICE music (Noisy), Powergels, Dawn, Swiffer, FOX (American Idol), ABC (Dancing with the Stars), Paramount Pictures, The Standard Hotel, Veuve Clicquot, MILK studios, Avon and Club Monaco.

EARLIER WORKING EXPERIENCE:

Digital Marketing Consultant - Isobar, Sydney, Australia

Digital Producer - BBDO Clemenger, Sydney, Australia

Digital Project Manager - New Republic, Sydney, Australia

Development and Delivery Specialist – Telstra Media, Sydney, Australia

IT Project Manager, Business Analyst and Process Analyst roles - St.George Bank, Sydney, Australia

EDUCATION AND TRAINING

Charles Sturt University, Australia -

Master of Business Administration (MBA – Marketing/IT)

University of Newcastle, Australia –

Bachelor of Engineering, Hons (B.E. Industrial)

General Assembly, New York, USA -

Understanding Mobile User Experience (UX/IA)

AFA AdSchool, University of Technology, Sydney, Australia -

Foundations of Advertising (Copywriting, Art Direction and Account Management)