

# Roy Samuel Faulkner

WRITER AND CULTURAL EXPLORER

Sydney, Australia

Roy was, or so his mother thought, destined to either wander the vaulted corridors of Academia wearing one of those plaid jackets with the leather patches on the elbows, or enter the Priesthood. Fortunately, despite his mother's fervent protestations, he went into advertising and in so doing successfully avoided beatification for life. He's worked at agencies in both London and Sydney and has gained experience in TV, Print, Radio, Digital and DM. Over the last few years he's produced web content for the Nescafe website, and become a dab hand with banners and eDMs. He's an earlier adopter of technology and is fascinated by the current trend towards the gamification of everything from funerals to cornflakes.

Last year Roy bought a small estate in Scotland which inferred upon him the title of Lord of Glencoe. What exactly he's going to do with a 100sq feet of the Scottish Highlands is unclear, but hopefully the title may get him into Quay Restaurant in Sydney.

Incidentally, his mother still hasn't forgiven him about the priesthood.

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Employment Stuff

Freelance Senior Writer/Creative Director

Sydney  
Sep 2006 - Present

## RSFaulkner

RSFaulkner is an independent full-service creative consultancy that provides its clients with the creative resources that they need without excessive cost.

2012 Clients include: One%Digital (Children's Medical Research Institute).

MJW: Konica Minolta, Adstream, Yingli Solar

TransMarketing: iTrek, Nulon Motor Oil, Sydney MonoRail

Circus Group: (Hunter Douglas, Landcom, Higer, JAC, Clarendon Homes, RMS, Families NSW, TAFE NSW).

Ad Partners

Mojo: (Citibank)

Travelex

Transmarketing: Various.

Cheil Australia: (Samsung)

Pitches won: Landcom, Clarendon Domaine, RMS (formerly RTA), TAFE NSW, Australian Poker League (APL), Fostering NSW

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INTERACTIVE DAD

## Faulkner Family PLC

Sydney  
Jun 2005 - Present

Client: Mathew Inc

Duties: Helping with homework and developing new and exciting topics for 'News' on a weekly basis.

Facilitating innovative play opportunities for client and his team.

Implementation of guidelines for backyard cricket, marbles, and rush goalie soccer.

Writing and delivering experiential stories.

Helping the client understand the importance of social interaction and engagement, especially at dinner.

Creating an internal communications program that promotes bathing and clean underwear.

Providing a strategic understanding of budgeting and why the client shouldn't make in-game purchases with my iTunes account.

Production of fresh and exciting content for morning tea and lunch.

Developing invaluable insights into why honesty is always the best policy even if it gets you into trouble. Work in progress.

Monitoring viewing habits to include Monster Bug Wars, Body Invaders, and The Magic of Science.

Working closely with the client on good manners, sharing and their handwriting.

Guiding the client, often reluctantly, through Woolies and getting him to appreciate that I actually do know better, and that saying 'No' isn't me being a meanie.

Colouring in, also known professionally as rendering, word search puzzles and engaging with new technologies and software

- mostly for the X-Box 360.

Fostering and nurturing an outstanding client relationship which

will, fingers crossed, last a lifetime.

REFERENCE AVAILABLE UPON REQUEST

- BUT A MAXIMUM OF TWO SENTENCES WRITTEN IN PENCIL ONLY.

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Creative Director

## Cheil Australia

Account: Samsung.

Roy leaves Cheil with a stunning collection of Cacti, several of which are x-rated and the proverbial 'bottom draw' brimming with great stuff.

Achievements: Successfully launched the Samsung Experience Store in Sydney. Creatively directed all retail POS, in-store promotional materials, Posters, window displays and digital displays for the launch, Christmas and Valentine's Day.

Responsible for winning 4 out of 5 projects for The Discovery Channel, Australia.

Sydney, Australia

Nov 2011 - Dec 2012

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Creative Director

## Circus Communications Group

Accounts: Hunter Douglas (Luxaflex), JAC Trucks, Higer Buses and JAC Trucks (part of the WMC group), Landcom, Clarendon Homes, RMS (formerly the RTA), and WorkCover NSW.

Note: Roy had overall responsibility for the creative output of the agency which resulted in the agency winning three consecutive pitches.

North Sydney, Australia

Sep 2011 - Feb 2012

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Senior Copywriter

## Leo Burnett

Samsung (White Goods, Cameras, Computers, Phones),  
Mission Australia, Ebay, Caltex, and Ausgrid.

Roy very much enjoyed his time at Leo's, although an apple a day got a bit much.

Sydney, Australia  
Apr 2011 - Sep 2011

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Creative Lead/ Senior Writer

## Publicis Mojo

Accounts: Procter & Gamble (Vicks, Metamucil & Oral-B), Citibank, Australia Post, Toyota, Nestlé (Lean Cuisine and Nescafé), Hewlett Packard, Pernod Ricard, National Security (Gov't project), DOCS – Fostering NSW, Virgin Active Health Clubs, Taylors Wines, Ready [Rooms.Com](#), QANTAS holidays, PayPal and Goodman Fielder (White Wings & Molenberg), Mortgage Choice.

Achievements: Created the, now global, 'Unmissable Moments' campaign for Vicks. Also was the lead creative responsible for winning Mortgage Choice and NSW Fostering and the second brand campaign for Citibank. Also created the phenomenally effective Vicks Road To Relief campaign.

The Vicks Road to Relief campaign has just won the International Unicef Award for consumer engagement.

Note: Roy has become a living nexus of ebay purchasing. An addiction to Marvel superhero figures is starting to worry his colleagues. But it's okay, Roy has assured them that he will be getting counseling from Dr Xavier.

Sydney, Australia  
Jun 2007 - Mar 2011

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Creative Lead

Sydney, Australia  
Jan 2006 - Jun 2007

## Circus Communications Group

Accounts: Australian Poker League – “Bring Out Your Poker Face”, Hunter Douglas, TAFE NSW.

He also worked directly with the Travelex Asia Pacific marketing team.

Achievements: Paid his mortgage on time.

Note: While at Circus, Roy unsuccessfully attempted to learn the art of juggling. The result was his immediate and permanent banning from taking coffee cups or any other liquid bearing container, into the studio.

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Senior Writer

Sydney, Australia  
Jul 2005 - Sep 2006

## M&C Saatchi

Accounts: Travelex, Douwe Egberts (Moccona), Audi, Qantas, Woolworths, NRMA

Pro-active clients included: Ovarian Cancer Network, and The Leukaemia Foundation.

Note: Roy was one of a notorious group of employees known as, 'The Squash Court Five'

- there were five of them and they played squash together. After 147 consecutive on-court defeats, Roy left and ran away to join Circus. Seriously!

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Creative Group Head

Sydney, Australia  
Jan 2000 - Jul 2005

## Singleton Ogilvy & Mather

Accounts: AGL, The Farmhand Foundation, Australian Airlines, Unilever, Kimberley-Clark (Huggies, U), Qantas, LG Electronics, YUM! Australia (KFC, Pizza Hut, Taco Bell), RTA, NSW Lotteries, NSW Police Force, Hyundai, The Daily Telegraph, and Sanitarium Health Foods.

Achievements: Created the 'U by Kotex' brand for Kimberley-Clark and The Farmhand Foundation.

Note: For five seasons, Roy was part of, what was probably, the worst Indoor Soccer team in the history of the sport. What he lacked in skill, he failed to make up for in enthusiasm. Needless to say, they started winning after he left.

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Copywriter

Sydney, Australia  
Mar 1997 - May 1999

## Pearl & Dean

The writing of cinema slide ads. Yep, somebody actually did those and Roy apologizes for all the movies he may have inadvertently ruined over his brief tenure.

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Writer

Sydney, Australia  
May 1999 - Nov 2000

## Amirati Puris Lintas

Accounts: Commonwealth Bank, Continental Cup-a-Soup, Leo & Jenny Foundation, eBay, [Monster.com](http://Monster.com) and Johnson & Johnson (Carefree Pizzazz).

Achievement: Made the first animated TVC for Carefree Pizzazz Tampons based on his love of Buffy and Charlie's Angels. No blue liquid, no white jeans, and no beach volley ball.

Note: Roy became a regular at the Rag and Famish. He simply couldn't get enough of those Bangers and Mash. Good times!

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Paralegal

Sydney, Australia  
Sep 1996 - Mar 1997

## Blake Dawson Waldron

Lots of document filing and retrieval, and a the odd bit of data entry. Yep, being involved in the the legal world was a very exciting time for Roy and he definitely rose to the challenge when it came to bar-coding evidential material. He rocked!

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Senior Youth/Play Leader and NVQ Assessor and  
Trainer

London, UK

## Royal Borough Of Kensington & Chelsea Education Department

Providing educational play opportunities to both mainstream and special needs children. Training and assessing staff via the NVQ system.

Day to day management of centres including staffing and budgets. Facilitation and implementation of all policies pertaining to the safety and wellbeing of the children attending the centres.

Note: Roy was instrumental in developing the Borough's Anti Bullying and Child Abuse Disclosure policies. He also helped establish and facilitate play opportunities for terminally ill children in local hospitals.

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Junior Writer

London, UK  
Apr 1989 - May 1991

## Bates Dorland

Accounts: Caterpillar Excavation Vehicles, Heinz, Range Rover, Barnardo's, and Woolworths.

Note: Roy started off in the Graduate Trainee Programme (GTP) convinced he wanted to be a Planner/Strategist. However, it was a colleague's freak accident, which led to Roy being in dispatch for a week, and subsequently being exposed to the creative department that saw him, in the words of his peers, "turn to the dark side."



## Skill Set

Roy has experience above the line, below the line, through the line and beside it. He's even been known to tow the line on occasion. He's acquired project experience firstly as a unit manager for in Youth Service (UK), where he had a staff team of thirty, and later in advertising agencies managing projects.

Roy is equally as comfortable presenting internally to the agency as he is to client. In fact, one of his great strengths is his ability to forge positive relationships with his clients. Another of his strengths is that he doesn't believe he has any weaknesses, merely underdeveloped strengths.

And when it comes to interrogating a brief, he's the creative equivalent of the Spanish Inquisition. Roy is able to work across all media, including Press, TV, Radio, Outdoor, DM and Digital.

In short, Roy's not only good for a creative concept or two, but he's useful when you can't find someone to babysit your kids! He's also, apparently, got a good sense of humour.

## Relevant Non-Industry Experience

After being made redundant in 1991, Roy turned his back on advertising and started working with kids. He became a Senior Youth and Playleader running numerous centres across the Royal Borough of Kensington and Chelsea, London.

Developing and facilitating non-formal educational play opportunities for inner city children was both highly challenging, and extremely fulfilling.

Having made a name for himself working with mainstream kids, Roy went on to employ his skills and sensitivity to working with children with special needs, and was later seconded to MENCAP's Junior Gateway Programme.

Roy helped develop and implement anti-bullying and abuse disclosure policies for the Youth Service, even becoming a National Vocational Qualification (NVQ) trainer and assessor.

In 1998 Roy returned to advertising. Since then he has been successfully employing the skills he acquired working with the kids to good effect working in advertising. In his words, "The office and the playground are the same arena, with the same personality types and conflicts; it's just that the kids are bigger!"

### Education Stuff

MA Child and Adolescent Welfare

**Charles Sturt University**

Wagga Wagga  
Feb 2014 - Jun 2017

M.Sc Sociology

**Southbank University**

London, UK  
Sep 1989 - Jun 1995

Part-Time degree. Majored in 'Sociology of Education'. Thesis:  
AFTER IMAGE

- Anthropomorphic Imagery and its Impact on Playground Violence.

Additional units included The Sociology of Subcultures, and The Sociology of Mass Communications.

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B.Sc (hons) Social Sciences

London, UK  
Sep 1986 - Jun 1989

## Southbank Polytechnic

Majored in Pure Sociological Thought. Thesis: FRONT LINE STATES WITH BACKSEAT DRIVERS

- The Impact of Colonialism on Mozambique.

Additional units included, The Psychology of Child Sexual Abuse, The Sociology of Developing Countries, and The Sociology of Crime.

All The Stuff That Makes Him Different

## Exciting Stuff

2011

- BRONZE EFFIE - ROI - FOSTERING NSW Campaign

2011

- UNICEF Consumer Engagement Award - Vicks Road to Relief Project

2008

- 'Snookered' – 1st at ShowFest 08 Film Festival, Sydney,  
Top 100 at the St Kilda Short Film Festival, Canne08 (Short Film Corner)

2007

- 'Snookered' – 2nd at Tribeca short film festival, New York.

2000

- New York Festivals Finalist/Ambient – 'monster.com'

2000

- National Radio Writer's Workshop - 2nd place.

1998

- AWARD MASTER Class

1997

- MASTER CLASS @ VCD

1996

- AWARD school

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## Interesting Stuff

As well as enjoying all the clichéd stuff like reading, going to movies, and the classification of the gastric parasites found in Peruvian molluscs, Roy also enjoys war-gaming and historical re-enactments (Viking). He also practiced Goju-Ryu karate for 22 years until injuries sustained in 1994 finally forced him to retire in 1998. He immediately found solace in beer and pizza. When he wasn't leaping wildly about in white pyjamas, Roy was writing. In fact, he has written three children's plays, all of which have been performed by amateur theatrical companies. His first short film, SNOOKERED, as mentioned above, came 2nd at the Tribeca Short Film Festival in New York.

You can view his short film at the following link:

<http://www.youtube.com/watch?v=e6yjQ8dkrW0>

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## Sporting Stuff

1995

- IOGKF National Championships – Silver Individual Kumite / Gold Team Kumite / Gold Team Iri Kumi

1993

- IOGKF National Championships – Gold Individual Kumite / Silver Team Kumite / Bronze Team Kata

1992

- IOGKF National Championships – Bronze Team Kumite

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Roy Faulkner

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