

Matt Gilmour

Sunshine Coast, Australia

mattgilmour@me.com

+61429343868 mobile

Hello there, here's a brief history on my career, it's been fun so far.

I began my creative career at Saatchi & Saatchi Sydney making work for some of the country's most loved brands including Toyota, Fox Sports and Lion Nathan. During this time the agency won 'Australian Creative Agency of the Year' three times in a row.

In 2008 I moved to the U.S. to work for Crispin, Porter + Bogusky, at the time the best digital creative agency in the world, to help build campaigns for very American brands such as Microsoft, Burger King, Kraft Mac and Cheese and Buell Motorcycles. I then followed my attraction to American-ness to BBDO Atlanta to help lead the agency's largest client, AT&T – a \$3B account.

Returning to Australia, I re-joined Saatchi & Saatchi and created some of the agency's most interesting work, including OPSM's 'Penny the Pirate', Cadbury Joyville, and making one of the most shared videos ever for a TED event that starred my two-year-old daughter eating a gherkin.

Joining Archibald/Williams as Executive Creative Director in 2015, I led the creative department and the development of all creative work, from launching NRL seasons through to intricate customer lifecycle projects.

My work has been awarded at the Cannes Lions Festival, London International Awards, D&AD, Clios, The One Show, New York Festivals, Effies, Caples, AWARD, Spikes Asia, Australian Mobile and App Design and more. I've also created 'The Best Campaign in the World' as awarded by WARC100, an organisation that recognises the most effective marketing campaigns in the world.

Experience

Executive Creative Director

Sydney, Australia
Jan 2015 - Present

Archibald/Williams

Clients:

Cancer Council, Sydney Children's Hospital Foundation, atWork Australia, Spot. Buy Now Pay Later, Mastercard, NRL, NewsCorp, The Australian, Citi, uno home loans, Nandos, White Ribbon, Timothy Everest, WEAVE

Experience:

I joined Archibald/Williams because of the founders, two strategists that were individually highly successful, one in brand, the other in digital, direct and data. Their vision for a small agency that combines all of these skill sets led by strategy is unique.

My role within the agency is to elevate the creative product across all areas and manage a growing creative and design department. I manage teams and projects from new business pitches, new brand development, big brand campaigns, acquisition driving retail campaigns, retention and customer lifecycle campaigns. Making such a broad range of work has given me a holistic view on the business which I had not been exposed to prior to joining A/W.

During my time we've built a great team of creatives that push the boundaries with our clients and we've produced some work that I'm very proud of.

Creative Director

Sydney, Australia
Nov 2011 - Dec 2014

Saatchi & Saatchi

Clients:

Cadbury (Kraft), OPSM (Optometrists), Capi (Soft Drink), nib (Health Insurance)

Experience:

I returned to Saatchi & Saatchi after nearly 4 years in the US to find a very different agency than the one I left, it had shrunk to one third the size and was a shadow of its former self. But there were big changes on the way, a new CEO, ECD and Head of Strategy meant the place was on the re-build, and after three years, it was back on the creative map. The accounts that I led were busy and dished up some great opportunities. We launched the globally recognised Joyville campaign for Cadbury, made some nice work for Capi (mixers) and together with OPSM we've created one of the countries most awarded campaigns. Other highlights include winning the pitch for nib Health Insurance and the short film I made for TEDxSydney that has had huge international interest and millions of Youtube views.

VP Creative Director

Atlanta, GA
Jun 2010 - Nov 2011

BBDO

Clients:

AT&T, Georgia Pacific, HP, Husqvarna Power Tools

Experience:

I was drawn to BBDO Atlanta to work under newly appointed CCO Bobby Pearce as he began the process of putting the Atlanta BBDO office on the map creatively. Working predominantly on the AT&T telco account, I led national network projects, new phone launches and work on a range of AT&T's other products. My role as Creative Director was to lead projects from beginning to end developing the creative output with creative teams. My unique experience at CP+B allowed me to bring a new approach to all the briefs that I touched, helping to develop ideas rather than ads. Working directly with senior clients at one of the worlds largest advertisers has given me the experience that very few clients can offer.

Major achievements:

Launch of Motorola Atrix Device for AT&T

Launch of Blackberry Torch for AT&T

Associate Creative Director

Boulder, CO
Jul 2008 - Apr 2010

Crispin Porter + Bogusky

Clients:

Alliance for Climate Protection, Buell Motorcycles, Burger King
USA & Europe, Coke Zero, Kraft Mac & Cheese, Microsoft
Global (Windows 7, Zune)

Experience:

Unlike any other agency, CP+B was renowned for their unique and expansive approach to creativity. As an ACD I led the conception and production of several projects working directly with Partners, ECDs, EPs, Strategists and Account Directors. At CP+B every brief required a multi-faceted creative response that went beyond the traditional idea of a '360' or integrated campaign but still maximising mainstream channels. My creative approach leveraged traditional media as well as a number of other channels like product design, new technology, gaming and experiential content. My main clients and campaigns enhanced my exposure to international markets, and my time at CP+B completely reprogrammed the way I approach creative challenges.

Major achievements:

Kraft Mac & Cheese Pitch Win
Buell Motorcycles - USA product relaunch
Windows 7 - International product launch
Windows 7 - International co-brand campaign (Dell, HP, Sony, Toshiba)

Senior Art Director

Sydney, Australia
Jun 2002 - Jun 2008

Saatchi & Saatchi

Clients:

Aussie Home Loans, Emirates, Fox Sports, Foxtel, General Mills (Old El Paso), Iams Pet Foods, Lion Nathan (Becks Beer, Kirin Beer, Tooheys New Beer, Tooheys Old Beer), Lexus, National Coalition for Gun Control, Nova 96.9, Olympus, Procter & Gamble (Oil of Olay), Roads & Traffic Authority, Seek.com.au, Sony, Sydney Morning Herald, Toyota Australia & Japan, United Nations, Westpac Bank

Experience:

Working at Saatchi & Saatchi Sydney for 6 years gave me the opportunity to work on an extremely broad range of clients. From automotive to finance, food and beverage to government and electronics, nothing was off limits, as I worked on new product launches and brand re-positionings. As a Senior Art Director I developed strong relationships with clients and provided ongoing mentoring and direction for junior teams. During my time at the agency, Saatchi & Saatchi was awarded Campaign Brief Australasian Agency of the Year for 3 consecutive years, under the legendary leadership of David 'Nobby' Nobay.

Major Achievements:

Toyota Aurion - National new model launch
Toyota Aurion - Short film series
Lexus GS - New model launch, predominantly online
Olympus Waterproof/Shockproof Camera - New model launch

Education

matt gilmour

mattgilmour@me.com

+61429343868 mobile