

Marcel Moniaga

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Me

I'm an advertising creative who grew up in digital.

I believe in big ideas. Regardless the medium - TV, radio, print or digital - I believe creative ideas are the pinnacle to every client brief.

I'm a creative with a passion for technologies and new media. I believe that it is equally important to have the knowledge of whether something is possible or not, because if you've got a great idea and you can't execute it, then you're left with nothing.

Education

AWARD School 2007
Graduated within Top 30

Unitec - Auckland, New Zealand
Bachelor of Design - major in Visual Communication
Graduated with Honour

Experience

Senior Creative Lead, Visual Jazz Sydney

June 2008 - Current

Visual Jazz Sydney was only 8 months young and 6 people big when I was approached by Visual Jazz to head up the creative team at VJ Sydney. As a Creative Lead, my responsibilities include:

1. Raising and maintaining the standard of creative output.
2. To grow the team/business through new business pitches, as well as proactive ideas presentations to current clients.
3. Overseeing and mentoring the team.
4. Be a part of the Sydney management team, who responsible for the day to day running of the business.
5. Hands on with projects, from concepts, designs and productions.
6. Be involved in the bigger group - Mitchell Communication Group (who owns VJ, the biggest media company in Australia), this includes idea generations, new business pitches.

Client list includes Tourism Northern Territory, Hoyts Distribution, Icon Films, Tourism Queensland, Group 7, and Google Australia.

Art Director, Euro RSCG Australia

December 2007 - June 2008

As an art director, my duties include:

1. Coming up with creative ideas for digital campaigns as well as mainstream and integrated campaigns.
2. Helping the Creative Director overseeing and mentoring the creative team.
3. Making sure of the quality of works - from the ideas/concepts to the final executions - are the highest possible.

Client list includes Sony Australia, Reckitt Benkiser, New South Wales Lottery, Volvo, Telstra BigPond.

Senior Designer, Euro RSCG Worldwide - Digital, Sydney

November 2005 - December 2007

Duties include creative team leader, flash animation and website production and management. Client list includes Sony, Hutchison Three, Volvo, Institute of Chartered Accountants - Australia and Euro RSCG Website.

Hutchison Three

I've been working as an Art Director and leading the a creative team on the Hutchison Three account since 2006. As an Art Director, I report straight to the Creative Director and responsible for maintaining and raising the standard of creative output, and mentoring the creative team working on the account. Duties also includes

art direction and concepting for online and sales promotion campaigns, design and production, estimation and resource allocation and client liaisons.

**Associate Front End Dev Team Manager, Euro RSCG - Digital, Sydney
July 2005 - November 2005**

Responsibilities:

1. Overseeing and managing the Front End Dev Team on the day to day basis, to maintain and make sure the best quality product and application is produced.
2. Writing and implementation of web best practice guidelines.
3. Research into new technology and web trends.
4. To be involved in every creative brainstorm.
5. Recruiting the best talents.
6. Development works in the area of Flash Animation, Action Scripting, html - css websites.

Client list includes Sony, Tourism Australia, Corporate Express, Euro RSCG CBI website, Kimberly-Clark Australia and nineMsn.

**Digital Designer - Developer, Euro RSCG Worldwide - Digital, Sydney
September 2003 - July 2005**

Duties includes design, animation, development and maintenance of various websites, banner ads, and microsites. Client list includes Mitsubishi, Dell Australia, Kimberly-Clark Australia, Sony, Suncorp, nineMSN, Volvo, Sydney IVF, Big Red Frog and Northern Territory Tourism Commission.

**Inhouse Designer, Descisys Ltd, Auckland
2002 - July 2003**

As the only designer, my role covers all design disciplines - print, web and multimedia.

Responsibilities:

1. To design, develop and maintain the company website (html and flash).
2. To produce multimedia presentations when needed for seminars and demos (flash presentation and powerpoint)
3. To design, develop and maintain all the company's marketing collateral (business cards, brochures, invites, etc.) and to produce/prepare files for the printing company.
4. Responsible for the company's intranet and portal look and feel.
5. To provide advice, guidance and assistance to the development team on the GUI(graphical user interface) for the company's developed products.

**Freelance Designer
1999 - current**

Client list includes RHE associates, NZnet, Youth Law, Children's Agenda, Youthlaw, Unitec - School of Design, New Zealand Institute of Architects, UberNet Ltd, Disney Australia - online, AMOK Creative, Creative DNA, Folk, Tonic Connective, Communicator Interactive.

Awards

Gold, W3 Awards

Hoyts Distribution - Twilight Campaign.
Involvement: Concepts, Art Direction.

D&AD - Silver Nomination 2009,

Cannes Lions - 2009 Finalists,

ADMA Awards 2009 - Bronze for Retail Effectiveness and Bronze Mobile and Wireless Creativity,

APMA Awards 2009 - Best Digital/Interactive Campaign, Best Sponsorship and Best Integrated Communications Campaign,

AIMIA 2009 - Best Use of Social Media, Best Word of Mouth, Peer to Peer or Viral,

AdFest 2009 - Silver, Cyber Lotus

2009 Global Mobile Marketing Awards - Best Social Media, Best Multi-Mobile Channel Promotion

Sony Australia - The Quantum Code

Bronze, ADMA Awards - Digital Innovation 2007

Hutchison Three - Head 2 Head Cricket.
Involvement: Concepts, Art Direction.

AWARD Pie Night 2007

Overall Winner and Topical Ad Winner.

Official Honoree, Webby Awards - Best Consumer Electronics Site 2006

Sony Australia - Walkman microsite.

Involvement: Creative animation, game design and animation, and site development.

Finalist, Webby Awards - Best Government Site 2006

Tourism Australia - Business Events website.

Involvement: Creative animation and front end development.

Finalist, Webby Awards - Best Tourism Site 2006

Finalist, AIMIA Awards - Best Government Site 2006

Finalist, AIMIA Awards - Best Cultural, Lifestyle or Arts Site 2006

Finalist, AIMIA Awards - Best Integration with an Offline Advertising Campaign 2006

Tourism Australia - All the space you need.

Involvement: Creative animation and front end development.

Finalist, Webby Awards - Best Interactive Advertising 2006

Sony Australia - Sony Bravia LCD TV

Involvement: Design animation and front end development.

Winner, Customer Innovation Award - RedDot ACE Awards, Miami 2006

Tourism Australia - Business Events website.

Involvement: Creative animation and front end development.

Finalist, AGIdeas Design Conference, Melbourne 2001

Referrals are available on request.