



Brand strategist with 5+ years' experience delivering bold, visually-driven campaigns across multiple media. Skilled in transforming brand stories into high-impact creative.

CONTACT

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EXPERIENCE

- Founder**
FORM, Brisbane
2025 – Present
Brisbane branding agency: brand strategy, visual identity and packaging.
- Art Director**
Nexus Church, Brisbane
2022 – 2024
Led art direction across departments, unifying campaigns, events and digital.
- Marketing Manager**
Disability Maternity Care, Remote
2020 – 2022
Developed and executed strategy, producing content and building brand awareness.

QUALIFICATIONS

- Bachelor, Communication Design**
Torrens University
Current
- Diploma, Branded Fashion Design**
Torrens University
2024
- Diploma of Screen & Media**
Sydney Film Institute
2012

COMPETENCIES

- Brand Development
- Creative Direction
- Campaign Strategy
- Content Creation
- Art Direction
- Client Management
- Talent & Team Leadership
- Project Management
- Analytics & Reporting
- AI Agent Setup & Management

TOOLS

- Adobe CC
- Google Ads
- Meta Ads
- Canva
- CapCut / Edits
- Figma