

# petergardiner.cv

I'm Pete. A hybrid producer, project manager and client service professional with over ten years' experience working across the production and advertising industry in Sydney, Australia.

I help bring creative ideas to life from scribbles on a notepad through to delivery. From strategy to execution these ideas have spanned integrated campaigns, TVCs, content, motion graphics, branding, design, print, radio, social and digital.

**Phone:** 0414 438 214

**Email:** hello@petergardiner.com

**Web:** petergardiner.com

## Skills & Expertise

- Integrated production, with a foundation based in video
- Scoping and budgeting of creative projects
- Maintaining multiple projects from start to finish
- Trafficking and workflow management
- Working with internal and external teams
- Client management and relationships

## Experience

### Integrated Producer

Drum / JOY

February 2021 - Current

- I currently work in a client facing production role at integrated agency JOY (having merged from an agency called Drum in July 2021).
- Responsible for producing broadcast, print, digital and social projects from brief to delivery for clients such as Ram Trucks, Musashi Sports Nutrition, Adventure Kings, Nutra-Life and Balance Water.
- Currently focused on making the production process more efficient for our clients without sacrificing quality. This is being driven by bringing more production in-house and under direct control.

### Customer Service Officer (temp)

Services Australia - Centrelink

April 2020 - February 2021

- With the coronavirus pandemic's impact on the economy, I was extremely fortunate to secure a labour hire (casual position) at Centrelink working on their disability and carer's phone line.
- I had to learn complex topics, systems and processes quickly to help service a vast array of people during times of immense stress.
- While it was a side step in my career, it was rewarding to help people during their greatest time of need.

## Senior Integrated Producer Ikon Communications September 2018 - December 2019

- Ikon Communications is a full-service communications agency.
- I worked within the creative and content team in a hybrid production/account service role, reporting directly into the Head of Creative Management and Executive Creative Director.
- Responsible for the production and implementation of integrated campaigns across TV, radio, OOH, digital and print for clients such as Avis Budget Group, Bankwest, Colonial First State, R U OK and Snack Brands (Kettle Chips).
- Managed the trafficking and financial forecasting of all projects run through the creative team.

## Producer & Senior Account / Project Manager Freelance October 2017 - August 2018

- Worked across various stages of integrated campaigns across TV, online video, radio, OOH, direct marketing, digital and print.
- Highlights included working for agencies such as Ikon Communications (that resulted in a full-time position), Marlin Communications (cause-related marketing) and Loud (full-service creative agency).
- Reported directly into senior positions, including CEO's, heads of department, group account directors and business owners.

## Producer & Business Director Engine March 2014 - September 2017

- Engine was my family owned and operated production company. After 27 years, our family decided it was time to move on due to the rapidly changing production industry now dominated by in-house production teams, talented freelancers and highly specialised studios.
- Our services spanned production, post-production, direction, design, idea development, illustration, colour grading, photography, animation and visual effects.
- Responsible for all operations of the business (production & content) from setting the strategic direction, overseeing financials, leading new business and managing a core team of ten people along with a wider network of freelancers.
- Produced a range of projects from TVCs, corporate videos and animations from pre through to post-production.

**Business Manager**  
**Noble Brands Worldwide**  
December 2012 - March 2014

- Noble Brands Worldwide is a boutique agency that exists to help brands win. They specialise in brand strategies, communication campaigns and brand growth ideas.
- The right-hand man for the Managing Director. Together we were responsible for the management of the entire agency's output.
- Took the lead on the day to day management across integrated campaigns for clients such as All Together Now, ANZ Bank, Australian Pork, E-Trade and One Path.
- Contributed to the brand and communications strategy for several of these clients.
- Interpreted these strategies to write succinct and clear briefs to lay the foundations for effective creative work.

**Global Account Manager**  
**Euro RSCG London**  
November 2011 - May 2012

- Worked on the Global Reckitt Benckiser account based in London across Home Care and Auto Dishwashing Brands.
- Part of a team responsible for helping ensure the consistent delivery and coordination of advertising campaigns worldwide.
- Responsible for day-to-day tasks such as maintaining status reports, competitive monitoring and managing relationships with global offices.

**Junior Strategist**  
**Shiff Communications (formerly The Brand Shop)**  
January 2011 - October 2011

- Junior strategist working across Shiff's client roster, including Kimberly Clark, Valvoline, The University of Wollongong, Chandon, Pascoes (FMCG) and Anglican Retirement Villages.
- Undertook research tasks including desktop research, qualitative and quantitative research design, focus group recruiting and social media monitoring.
- Contributed to the interpretation of research to uncover insights into brands, markets, consumers, society and culture.
- Assisted senior strategists in brand positioning, helping create brand DNAs, brand and messaging architectures and brand stories. Worked on the development of communication strategies with clients and account service teams.

## Account Executive

### The Brand Shop

October 2009 - December 2010

- Worked across The University of Wollongong, BT Financial, The Australian and R U OK? Day reporting directly to the Group Account Director.
- Responsible for keeping strategy, integrated, design and digital projects on track through coordinating internal teams, establishing timelines, keeping contact reports, working with clients, liaising with suppliers, budgeting projects and raising purchase orders and estimates using BCC (financial software).
- Member of the new business team - assisting in pitch preparation, conducting research and preparing documents and presentations.

## Education

- Bachelor of Business (Marketing), Charles Sturt University, 2009
- Bachelor of Arts (Communications - Advertising), Charles Sturt University, 2009
- Diploma of Marketing Communications, International Advertising Association, 2009