

Brett Sirianni

hi



brett@brettsirianni.com



www.brettsirianni.com



+61.402 466 280

Find me here...



Facebook.com/brettsirianni



twitter.com/brettsirianni



brettsirianni



linkedin.com/pub/brett-sirianni



about.me/brettsirianni

BILLABONG.

The Edge

Graphic Design / Art Direction

Web Design / Digital Marketing

Digital Marketing /
Management

03

04

05

06

07

08

09

10

11

12

Hurley)

Recent Contract

Currently I'm working with Hurley to launch an Australian social media presence. Hurley needed to uphold the brand & communicate it to a local audience. I supplied a content & social media strategy outlining the content types, regularity and tone. Along with this I launched their **Instagram, Facebook & Twitter.**

Tigerlily

Recent Contract

I am also working at the moment with Tigerlily on a contract basis. I work with their custom CMS to update the online store with a new season of product along with all campaign imagery and video. I also worked with the developer to streamline the updating process. **tigerlilyswimwear.com.au**



The Edge

Dec 09 - Present - The Edge - **Digital Design Manager**

Since November 2009, I have worked at The Edge, Queensland's new digital culture centre for experimentation in design, art, technology and enterprise. As the Digital Design Manager, I am responsible for all design (print & digital), communication, web presence and all other marketing, including social media.

I research and draft marketing and communications plans for The Edge including how the plans flow through our website, which social media is applicable and which avenues they flow to next.

I develop the promotional material for all communications both off and online. I work to an allocated budget on these campaigns. This includes booking advertising, paid and in kind. Also, seeking out media sponsorships and partnerships to back up the budget on certain projects.

I designed and developed edgeqld.org.au. The site is as important as the physical space, if not more, because of its reach into regional areas. It needed to be content rich and have ease of navigation and content management. The ongoing drafting, editing, designing and publishing web content is important, and requires

Skills Breakdown

Art Direction

Digital Marketing/Sales

Graphic Design / Creativity

Team Management

Photography

Web Design / Wordpress dev

html / css / Flash / php / mysql

Illustration

Campaign Development

a consistent tone in writing and in design to allow a comfortable, honest communication platform.

I coordinate editorial media presence and outreach, to support our online strategy and network with The Edge's target community and other stakeholders, this also includes responding to media enquiries and organising interviews with the project Director and artists.

Workload

Jan 06 - Dec 09 - Billabong - **Online Marketing and Communications**

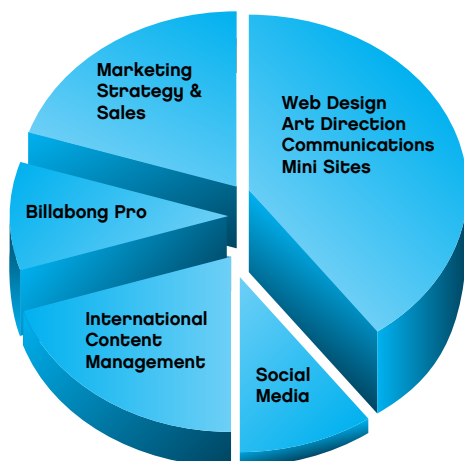
In-line with the overall marketing strategy, develop and implement Billabong's on-line marketing plan including web-site management, on-line advertising campaigns, promotions, database management and activations, research etc.

I Managed the web-sites and on-line advertising and promotions budgets. I Identified on-line opportunities for Billabong. Managed all aspects of Billabong's web-sites in particular www.billabong.com, www.billabongpro.com and components of Billabong's Myspace and Facebook. I Managed and/or oversaw all content including layout, functionality, product, text, imagery, videos, music etc, Developed graphics for all Billabong's on-line

activity including three seasonal overhauls for www.billabong.com each year, including event and promotion sub-sites, Developed graphics for Billabong Myspace and Facebook.

I ensured maximum growth of Billabong's Database, developed and implemented communication plans for the databases as well as planned, scheduled and created Billabong's on-line advertising campaign and reported on the statistics related to Billabong's on-line advertising campaign.

I Developed and executed promotions of direct traffic to Billabong's web-sites and to increase Billabong's database and provide a monthly report on website statistics.



Brett Sirianni

Dec 03 - Jan 06 - Billabong -
Art Director / Designer

Initially hired as a graphic designer, my graphic design work has been displayed in catalogues and printed marketing material. I then moved into garment design and trend watching. I spent a couple of seasons photographing studio campaigns to fit in with artwork I developed.

I then moved into Art Direction and artroom management. I was responsible for workflow and production of seasonal catalogues for Billabong, Nixon, Von Zipper, Element, Kustom and Honolua. I managed 4 graphic designers. I reported to the Sales & Product Manager.



Mar 03 - Dec 03 - Crest Electronics - Senior Designer

Production of 120+ page catalogue biannually, image photography and manipulation. Marketing and advertising and website design.

Nov 02 - Mar 03 - Ireckon. Web page production.

Design and coding of websites incorporating database communication and Content Management Systems

July 02 - Dec 03 - Southbank Institute of TAFE Morningside. Teacher/Tutor

Curriculum and course outline for design and multimedia application training.

Feb 02 - Dec 03 Next Byte Apple Center - Sales/Tech Support.

Sales of Apple products and accessories. Phone support and technical enquiries.

Education

Southbank Institute of TAFE.
Diploma of Graphic Design (2001).

Southbank Institute of TAFE.
Diploma of New Media and
Illustration (1999)

Software

Flash v5-(CS5)
Dreamweaver v4-(CS5)
Final Cut Pro
Photoshop v5.5- (CS5)
InDesign v2-(CS5)
Illustrator v9-(CS5)
Freehand v8-11 (MX)

Microsoft Suite (yuk)
Adobe Distiller + Acrobat (CS5)
Fireworks v4-(CS5)
Flash video encoding
Tweetdeck and TwitterPic
Mysql database

References

Mike Calvino

Gloval A/V Manager
Billabong
Ph: +617.5589 9874
Mobile: +61.421 327 033
mcalvino@billabong.com.au

Kathy Hayter

Executive Manager
The Edge
Ph: +61.401 033 202
kathyhayter@optusnet.com.au

Referees

Luke Egan

Fmr. Mkt Manager
Billabong
Mobile: +61.421 327 033
eganluke@me.com

Greg "GT" Tomlinson

Founder
Von Zipper
Ph: +1.949 341 3075
Mobile: +1.949 887 2112
gt@vonzipper.com

 **brett@brettsirianni.com**
 **www.brettsirianni.com**
 **+61.402 466 280**

Interests

SunFing