



sheaoneil@gmail.com  
[www.sheaoneil.com](http://www.sheaoneil.com)

## Personal Profile

I am a creative problem solver. My skill set combines a talent for creative ideation with the strategic knowledge to develop concepts into successful campaigns and the production experience to execute them. I have a keen interest in producing projects that combine my love of the arts and media through campaign strategies which integrate content, technology and real-world experience to inspire audiences, grow communities and tell stories.

## Key Skills

- Strategy
  - A proven track record of creating successful, creative, integrated campaigns.
  - Experience conducting research, hosting workshops, and analysing data to define insights and develop audience demographics, behavioural profiles and strategic approaches.
  - Expert understanding of brand persona, tone of voice and how to successfully develop brand identity.
  - Experience planning integrated storylines across multiple channels.
  - Experience planning and leading content strategy, including creating content calendars, creation and curation of content for brands and implementation across multiple content platforms.
  - Ability to write and design clear and concise strategic methodologies and executional plans.
- Content
  - Experience researching, writing, editing and curating content.
  - Experience managing and editing an online magazine.
  - Competent writer.
  - Ability to write for different online mediums.
  - Experience managing the production of video content and photography.
  - Experience working with production partners and talent.
  - Skilled at writing clear and inspiring creative briefs and at directing creative talent.
  - Excellent time management, organisational and decision making skills.
  - Comprehensive understanding of how to promote content and build engagement with online audiences.
- Business Development
  - Experience writing and designing proposals and presentations.
  - Excellent communication skills for presenting and selling ideas internally, and working with agency or brand partners.
  - Understanding of the strategic direction, structure, and issues affecting business.
  - Skill in developing, piloting and implementing new business solutions.
  - Experience planning and presenting workshops and coordinating meetings.
  - Experience developing and implementing business strategy and integrated operational systems across multiple markets.
  - Ability to engage directly with management level stakeholders.
  - Experience recruiting, training, and developing talent.
  - Strong leadership skills with a proven ability to motivate, manage and inspire teams.
  - Experience managing internationally dispersed teams.
- Creative
  - Talent for developing innovative and strategic concepts.
  - Creative problem solver with a head full of good ideas and an eye for talent.
  - Ability to shape digital creative development as part of wider creative projects.
  - Highly collaborative in my approach with an established global network of creative and technical collaborators.



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## Qualifications

- 2002 – 2005. Bachelor of Art and Design. Auckland University of Technology.
- 2001. Certificate of Art and Design. Auckland University of Technology.

## Recent Work History

- 2017 -2018  
**Director**  
The Family Farm

At The Family Farm we believe that great brands and organisations have great stories to tell. Our job is to harness technology and creativity, creating a platform for these stories to be heard and inspiring action. We combine content, technology and real-world experiences to inspire audiences, grow communities and deepen engagement with an organisation's story. My role as director has involved leading the development of our strategic methodology and overseeing all creative strategy and content production. I have also been highly involved in new business development.

- 2016 -2017  
**Digital Strategist**  
Fresh Concept

Fresh Concept work in the realm of placemaking, combining design, hospitality, art, events, branding, community development, marketing, and research, to create places where people want to be. My role as Digital Strategist involved developing their digital placemaking offer and overseeing the management of all digital and social media projects, including Silo Park, Smales Farm, Manukau Civic Square, Wondergarden Festival, and St Kevins Arcade.

- 2012 - 2014  
**Digital Group Head and Group Integration Director**  
Riverorchid

As general manager and digital strategist, in less than 2 years I built the Riverorchid digital business from more or less zero to a highly credible business unit operating successfully across five countries of Indochina (Cambodia, Laos, Myanmar, Thailand, Vietnam), with a roster of clients including, amongst others, major names such as Nokia, Samsung, Chevrolet and Unilever.

I was then promoted to Group Integration Director and the focus of my role was to champion integration across the Riverorchid group by developing a client facing agency network structure in which our various business units and markets were more seamlessly integrated. This included analysing the network's business practice and process to develop a comprehensive internal operational plan, alongside planning integrated communication strategy on key client projects.

- 2007 – 2018  
**Digital Strategist & Creative Producer**  
Freelance

As an independent consultant I have developed and produced projects for clients including 42Below, Red Bull, Splore, TVNZ, and MOTAT.

## Awards

- 2013 Campaign Asia Pacific, Vietnam Digital Agency of the year – Bronze