

# Shelby Hayden Craig

## Creative Director

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USA & AUS Citizen

### **MediaCom Los Angeles, MediaCom Beyond Advertising** September 2015 - Present

Partner, Creative Director (Global)

Clients include PlayStation, Tempur-Sealy, RING, Silvercar, TOMS and others.

### **MediaCom Australia, MediaCom Beyond Advertising** May 2011 - September 2015

Creative Director (National)

Clients included Audi, Skoda, Canon, P&G, Volkswagen, Westpac Bank, Alienware, Delonghi, REA, NSW & QLD Governments, NRMA Insurance, Princess, Bayer, Revlon, Foxtel, Universal Pictures, EA Games, and The Starlight Foundation.

### **McCann Erickson Worldwide Australia** April 2010 - May 2011

Creative/ Art Director

Clients included MasterCard, Kleenex Cottonelle, Uncle Tobys, Cure Cancer, Michael Hill, Lego, and Viagra.

### **Shelby Hayden Photography** April 2006 - April 2014

Founder

Publications Included: Australian Women's Weekly, Inside Sport, Waves TNT, Jetlag, Riptide, The Surfers Journal, Transworld Surf.  
Clients Included: RedBull, Volkswagen, P&G, Cornetto, Hyundai, Sydney Children's Hospital The Sports Authority, Santa Barbara Salsa, Mission Hockey, Catch Surf and Hurley Surf.

### **Carryology** January 2014 - Present

Contributing Writer on photography and tech gear.

### **The Versatile Gent** May 2012 - Present

Photographer/Director on brand and partner campaigns.

### **Jetlag Magazine** January 2007 - March 2014

Founding Partner of youth focused travel publication.

### **Wandermelon.com** June 2009 - September 2010

Writer, Photographer, Editor across travel start-up site.

### **Rogers & Cowan Public Relations** February 2009 - May 2009

eMedia Account Assistant with focus in the social space.

### **Education**

Chapman University - College of Performing Arts/Dodge College of Film and Media Arts - Orange CA, USA

Art Center College of Design, Pasadena, California

Proficient in: Adobe Creative Cloud, Final Cut Pro X, Adobe Lightroom, various colour grading programs, After Effects plus more.