

# MARK STARMACH

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Currently in Sydney

## EXPERIENCE

### **COPYWRITER AT EDELMAN AUSTRALIA** **OCT 2014 – NOW**

Historically a pure PR player, Edelman is currently expanding its offering on a global level. In 2014, I joined as one of the people to spearhead this change locally, forming half of Edelman Australia's first ever creative team. My objective in joining Edelman was to understand the ins and outs of earned media, discover what makes an advertising idea 'PRable', and, where appropriate, shake shit up.

Since then I've written a Mills & Boon style love story for KFC, a new tagline for Bayer, become a small business guru for Dropbox, wooed freelancers for PayPal, and brought Emojis to eerie life for Samsung.

My role now is an even split between coming up with ideas (for pitches, retained and proactive projects), writing copy for traditional, digital, PR and social media channels, and using 'Edel' as a prefix in company comms.

### **COPYWRITER AT CIRCUL8** **SEPT 2013 – OCT 2014**

One day at Circul8, I scamped an ad of a graphite lead being shot out the tip of a pencil like a bullet. Underneath it were the words, "Words have power. Take part in Write For Rights 2013." and the Amnesty International logo. That got us a meeting with Amnesty, which got us a brief for International Womens Day, which resulted in 'Tinder Takeover', which won us a Webby award (among others).

As a copywriter at Circul8, I was tasked with coming up with ideas, copy and content for a variety of tourism and charity clients (such as Cancer Council, WWF, Kenya Tourism, Tourism Fiji and TFE Hotels), to live primarily on digital and social media. In my time there, I also worked closely on a successful pitch for Changi Airport's digital creative and across all aspects of Webby-nominated AR project 'GIFwrap'.

### **FREELANCE COPYWRITER** **JULY 2013 – OCT 2014**

On finishing AWARD School in July 2013, I picked up a few freelance jobs, concepting and writing for brands like the Cancer Council, GetUp Australia, Gaymers Cider, and an awesome septuagenarian named Dr. Yvonne McMaster campaigning for more palliative care funding. I still help her today.

### **A BUNCH OF RANDOM JOBS** **2007 – 2012**

During high school and uni I did a string of odd jobs which I feel in some small way make me who I am now. Highlights include hot glue-gunning on a production line for ten hours straight, a year of night shifts at a commercial bakery, tutoring English and teaching chess to kindergartners (actually impossible).

# EDUCATION & TRAINING

## **COPY SCHOOL**

**2015**

Schooled by the likes of Jonathan Kneebone, Ralph van Dijk, Rebecca Currasco, Ted Horton, and Rowan Dean in the craft of writing copy. Run by the Communications Council.

## **AWARD SCHOOL**

**2013**

Baptised in fire by senior creative teams and heads of art and digital at M&C Saatchi Sydney and Moon Communications Group. Run by the Communications Council.

## **BA (MEDIA & COMMS), UNSW**

**2008 – 2012**

Graduated from the University of New South Wales with First Class Honours in Media & Communications. Recognised on 2010 Faculty of Arts and Social Sciences Dean's List. Received a total of 8 parking fines

# AWARDS & RECOGNITION

## **WEBBY AWARDS**

Winner: Webby Awards 2015 (Online Guerilla and Innovation)  
'Tinder Takeover', Amnesty International

Honoree: The Webbys x Grey Goose Vodka  
'The Webby Fifty' 2015  
'Tinder Takeover', Amnesty International

Honoree: Webby Awards 2015 (Best Use of Online Media)  
'Tinder Takeover', Amnesty International

Honoree: Webby Awards 2015 (Mobile)  
'Tinder Takeover', Amnesty International

Honoree: Webby Awards 2014 (Best use of Augmented Reality)  
GIFwrap

## **CREATIVE SHOWCASE**

Winner: iAB Creative Showcase 8.5  
'Tinder Takeover', Amnesty International

## **SABRE AWARDS**

Gold Winner: SABRE Awards Asia Pacific 2016 (Best Social Media Campaign)  
'Emojis Alive', Samsung

Gold Winner: SABRE Awards Asia Pacific 2016 (Technology B2B) 'Self Made', PayPal

## **CANNES YOUNG LIONS**

Finalist (Australia): Cannes Young Lions Competition 2015 (cyber, film print)

Finalist (Australia): Cannes Young Lions Competition 2014 (film)

## **AIMIA**

Finalist: 21st AIMIA Awards  
'Tinder Takeover', Amnesty International

## **DAVEY AWARDS**

Gold Davey: Innovative/Experimental  
'Tinder Takeover', Amnesty International

Silver Davey: Online Advertising and  
Marketing  
'Tinder Takeover', Amnesty International

## **W3**

Silver: Innovative/Experimental – Activism  
'Tinder Takeover', Amnesty International

## **CAMPAIGN BRIEF**

In book: The Work 2014  
'Tinder Takeover', Amnesty International

## **YOUNG GLORY**

Bronze: Young Glory 2014/15 (Round 2)  
'Vodafone Private Safety Announcement'

Finalist: Young Glory 2014/15 (Round 1)  
'Nike Fuel Lunch'

## **CREATIVE FOR A CAUSE**

Finalist: Creative For A Cause presented by  
Advertising Age 2015  
'Hopeless', Code/Interactive

# **CLIENT EXPERIENCE**

## **TECH**

Adobe, Dropbox, Fitbit, Hewlett Packard,  
LinkedIn, PayPal, Samsung, Telstra

## **FMCG**

BOSCH, KFC, NIVEA, Parkers Organic  
Juices

## **BEAUTY / FASHION**

Allergan, NIVEA, Kérastase, Woolmark

## **TOURISM**

Baillie Luxury Lodges, Changi Airport, Dubai  
Tourism, Kenya Tourism, LATAM Airlines,  
TFE Hotels, Tourism Fiji, Tourism PNG

## **HEALTH**

Australian Psychological Society, Bayer,  
BUPA, Pharmacist's Guild of Australia,  
Sanofi Pasteur

## **FINANCE**

Commonwealth Bank, PayPal, State Street

## **CHARITY / NGOs**

Amnesty International Australia, Cancer  
Council, UNSW, World Policy Forum, WWF

# **REFERENCES**

## **AVAILABLE ON REQUEST**