

MARK STARMACH

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Currently in Sydney

EXPERIENCE

FREELANCE COPYWRITER & GENERAL BUM

MAR 2017 – NOW

Right now I'm taking a bit of a break to work on some passion projects, filling any spare time I can with freelance gigs. I'm working on an artwork for the City Of Sydney, a podcast about quarter-life crises, and almost singlehandedly choreographing an awareness campaign for an Australian not-for-profit, launching later this year. Besides that, I'm bumming around like nobody's business.

COPYWRITER AT EDELMAN AUSTRALIA

OCT 2014 – MAR 2017

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.

In my time there I was responsible for coming up with campaign ideas and copy for Edelman's existing clients across a wide spread of touchpoints and comms, as well as pitching on new business. Highlights include writing a Mills & Boon style love story for KFC (ask for a copy), developing a new tagline for Bayer, becoming a small business guru for Dropbox, wooing freelancers for PayPal, and bringing Emojis to eerie life for Samsung.

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. She got the \$100m she was after, but I still help her out to this day.

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

FINANCE

Commonwealth Bank, PayPal, State Street

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

CHARITY / NGOs

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

REFERENCES

AVAILABLE ON REQUEST