

MICHELLE TRAYLOR

MamaTray, Level 3, 123 Harris St, Pyrmont NSW 2009
michelle@mamatray.com



Michelle is a rare fusion of creative and rigorous brand strategist.
She believes wholeheartedly in the power of bold, brilliantly simple, infectious ideas.

Branding Career

MAMATRAY PTY LTD (October 2013 – Present)

Founder and Director

Key services include:

- Building ballsy brands: audit and analysis; qual and quant research; brand framework; brand experience; brand architecture; value props; tone of voice; social media makeovers; marketing plans;
- Creating buzzing culture: culture health check and activation; up-skilling teams; leadership training; brand immersion workshops; employer brand;
- Steering banging careers: job matching; identifying core strengths; goal setting; career planning; upward management; sounding board; training and mentoring;

Key clients include:

Grocon (direct client) – full scale rebrand, including: brand audit and analysis, culture check and activation, brand architecture, copywriting, social media strategy and management

Women's Property Initiatives (direct client) – brand audit and framework, insight generation, social media strategy, database management

Frost* (bolt-on extension) – brand audit, qualitative research and analysis, architecture modelling, new business proposals

RE: SYDNEY – M&C SAATCHI GROUP (August 2012 – May 2013)

Head of Strategy

- Developed, managed and directed the Strategy Department and strategic output
- Member of Management Team responsible for agency growth and financial success
- Defined, created and sustained the brand strategy to rebrand Re: Sydney

Key clients included:

Optus – full scale rebrand, including: brand audit, brand definition, internal engagement strategy

Commonwealth Bank of Australia – brand strategy toolkit to create internal alignment around the rebrand; development of an EVP and an employer brand; brand architecture and naming conventions

INTERBRAND – SYDNEY OFFICE (Jan 2011 – July 2012)

Strategy Director

- Developed, managed and directed the Strategy Department and strategic output
- Mentored and led the continued success of the Verbal Identity Department
- Member of Management Team responsible for agency growth and financial success
- Unofficially responsible for all things people and culture: talent nurturing, mentoring, performance reviews, HR issues, internal engagement

Key clients included:

SKY TV (New Zealand) – rebrand, including: brand audit, definition and activation



Igloo (SKY TV) – new brand creation, including: brand strategy and design

Telstra – brand architecture and portfolio management, customer experience analytics, tone of voice and naming conventions, value propositions for new product/ service delivery areas

McDonald's – internal engagement, customer journey and service experience delivery

Alzheimer's Australia – full scale rebrand, including: brand audit, brand definition and 10 year marketing plan

INTERBRAND – LONDON OFFICE (Sept 2008 – Dec 2010)

Associate Director, Strategy

– Provided strategic leadership for key clients and responsible for growing these accounts for the business, in partnership with Client Management

Key clients included:

Musgrave – brand strategy development for the Musgrave Group and Retail Partners Ireland

McDonald's – identifying the role of sub-branding in maximising the potential of McDonald's Coffee

British Council – global brand positioning piece and brand valuation

Heineken – global portfolio management and Tiger beer brand alignment between East and West

Recent Industry Achievements

- Cannes 2013: Bronze Design Lion – Igloo (SKY TV)
- Rebrand 100 Global Awards 2013: Alzheimer's Australia
- 'Dementia' listed as a major health priority by the Australian Government, April 2012
- Campaign Asia-Pacific Awards 2011: Specialist Agency of the Year – Interbrand

Advertising Career

CHI & PARTNERS – Senior Planner (Oct 2006 – Sept 2008)

LEO BURNETT – Planner to Senior Planner (Jan 2003 – September 2006)

D'ARCY – Work experience to Senior Account Manager (April 2000 – Dec 2002)

Further Education

- Robert McKee, Sydney Story Seminar 2011 (screenplay writing course)
- IPA Excellence Diploma, Credit (Jan 2005-June 2006)
- Postgraduate Diploma in Advertising, Merit – West Herts College (Sept 1999-June 2000)
- BA (Hons) Theology, 2:1 – The University of Durham (1996-1999)

Interests and Quirks

- My Eastern Long Neck turtle - 'Turtie'
- My German Wirehaired Pointer – 'Freddie'
- All things verbal and wordy
- Post-its, Sharpies and layout pads