



**Freelancing Group Creative Director - 2020**

**Making Humans - 2018 - 2019**

**Anomaly NY 2014 - 2018** • Creative Director • Managing the group of Panera, Campbell’s, Hershey,

**Anomaly NY 2014** • Associate Creative Director • Android, Google

**TBWA\Chiat\Day 2012 - 2014** • Associate Creative Director • Nissan (Europe & America), Gatorade, adidas ORIGINALS, Infiniti (China & America), GRAMMY’s

**SAATCHI & SAATCHI LA 2010 - 2012** • Creative • Prius, Tundra, Camry

**ColensoBBDO 2004 - 2010** • Creative • Mini, Monaco (Xbox), Air New Zealand, Bank of New Zealand, TVNZ, Vodafone, Frucor Beverages, BMW, Random House

Hi there! I’m Bec. An award-winning Creative Director currently living & working in New York.

In the last 16yrs I have invented a sport, created a commercial in my garage which was recognized at Cannes. Recreated WWII in Auckland Harbor, lowered the death toll on roads. Helped Panera become ‘Marketer of the Year’ (Adage 2018) and one of Forbes ‘brands to watch.’ Created a person made of people, elevated the Prius c to the fastest selling car in the US. Designed a jacket that reads your emotions and smashed together some wrecking balls filled with yoghurt and fruit.

I have worked in Shanghai, Paris, Auckland (NZ), LA & most recently NY. For me it’s always about finding the most creative solve for the client’s business problem and executing it in whatever median will reach the target audience, in the most effective way.

Awards aren’t everything, but I have won some; from Cannes Lions to One Show, Clio, AWARD, Axis and The Effie’s. My work has also been spoken about in many places from the local news of Rodney District in New Zealand to CNN, Forbes, Huffington Post and The New York Times. My campaigns regularly appear on Creativity, Adweek, Adage, Campaign Brief, and Perez Hilton has even talked about my work on his blog.

Cheers & Enjoy

**AWARDS**

Adage Marketer of the year (2018) - Panera

Cannes Black - The Pacific Dog Fight  
Cannes Gold - BNZ Campus Pack Direct  
Cannes Silver - Haunted Girl Outdoor  
Cannes Bronze - The Pacific Dog Fight Outdoor  
Cannes Bronze - The Pacific Dog Fight Integrated  
Cannes Finalist - ARC Trees Kauri Outdoor  
Cannes Finalist - ARC Trees Ponga Outdoor  
Cannes Finalist - Pizza Puppets Viral

The Spikes Grand Prix - The Pacific Campaign

Caples Gold- Real Stories ‘The Pacific’ Launch  
Caples Siver - Real Stories ‘The Pacific’ Outdoor

Effie Gold - V Monster Truck TV  
Effie Silver - NZI Stolen Stuff TV  
AME - V Monster Truck TV

IAC Award - Prius Family People Person Online Film

Clio - The Pacific Dog Fight Outdoor  
Clio - ARC Trees Kauri Outdoor  
Clio - ARC Trees Ponga Outdoor  
Clio - ARC Trees Kauri Outdoor

One Show - Prius C Configurator UX Design Interactive  
One Show - The Pacific Dog Fight Outdoor  
One Show - The Pacific Dog Fight Experiential  
One Show - The Pacific Real Stories Integrated  
One Show - Monaco Zombie Print  
One Show - ARC Trees Campaign  
One Show - ARC Trees Campaign

Webby Awards - Prius C Game of Life  
Best use of video/moving image  
Best navigation/structure  
Best use of interactive  
Best auto & auto service

FWA - SOTD - Prius C Configurator  
FWA - SOTD - Prius C Game of Life  
FWA - SOTD - Panera Land of Clean

Forbes ‘Fastest Selling Car’ (2012) - Prius C  
Forbes ‘Most Influential Brand Right Now’ (2015) - Panera

Young Guns - Little Girl Outdoor Poster  
Young Guns - Puppets Credit Card TV  
Young Guns - Little Girl Maverick  
Young Guns - ARC Trees Campaign  
Young Guns - The Pacific Campaign

AWARD - The Pacific Dog Fight Outdoor  
AWARD - The Pacific Integrated  
AWARD - ARC Trees Kauri Outdoor  
AWARD - ARC Trees Ponga Outdoor  
AWARD - NZI Stolen Stuff TV

Shorty Awards - Preservatives with a purpose  
Awwwards - SOTD - Panera Land of Clean

Creativity Pick of the Day - Prius Family  
Adweek Pick of the Day - Prius Family  
Adweek Pick of the Day - Panera ‘Should Be’  
Adcritic Top 20 (no.1) - Prius Family  
Adage Editors Pick - Prius C Configurator

Axis - Hung Billboard  
Axis - The Pacific Dog Fight Guerilla  
Axis - The Pacific Dog Fight Outdoor  
Axis - V Monster Truck Direction  
Axis - The Pacific Letters Direct  
Axis - V Ladders Editing  
Axis - V Ladders Visual Craft  
Axis - NZ Book Council Cinema  
Axis - V ladders Craft Direction  
Axis - The Pacific Integrated  
Axis - V Ladders Integrated  
Axis - V Ladders TV  
Axis - Wrecking Balls Visual Craft  
Axis - Wrecking Balls Direction  
Axis - Wrecking Balls Soundtrack  
Axis - Wrecking Balls Art Direction  
Axis - Wrecking Balls Cinema  
Axis - Wrecking Balls TV  
Axis - Wrecking Balls Original Arrangement Music  
Axis - The Pacific Real Stories Art Direction  
Axis - V Ladders Digital Craft  
Axis - The Pacific Direct Campaign  
Axis - V Ladders Branded Content  
Axis Emerging Talent (2005)

bestadsontv.com - V Ladders Outdoor (Best)  
bestadsontv.com - V Ladders Interactive (Best)  
bestadsontv.com - V Ladders TV (Best)  
bestadsontv.com - TVNZ Hung Outdoor (Best)  
bestadsontv.com - Wrecking Balls TV(Best)  
bestadsontv.com - Random House Outdoor (Best)  
bestadsontv.com - Little Girl Outdoor (Best)