

# Darren Martin

## Senior Art Director

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### Professional Summary

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I'm Darren, an award-winning (Over 50+ awards won at major shows both internationally and national) Senior Art Director known for strategically driven creative concepts and a passion for hands-on execution. With extensive experience collaborating with top-tier creative agencies and global brands, I specialize in crafting memorable, impactful visual communications across all mediums—digital, print, film, content creation, experiential. My expertise spans Brand Positioning, Brand Identity, Art Direction, Design, Typography and Copywriting, covering B2C/B2B/D2C Business Marketing, Film & Content Production, OOH, social media, Direct Marketing, Retail, Activations, PR, Brand Partnerships and corporate affairs. Driven by insights into human behaviour and needs, my creative solutions consistently enhance brand visibility, engagement, and loyalty.

### Skills

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- Conceptual ideation • Art Direction • Graphic Design • Typography • Retouching • Visual storytelling
- Strategic visioning • AI Prompt Engineering, Image Creation, Curation and Contextual Judgment
- Creative Copywriting • Brand Guidelines • Presentation Design • Agile Methodology

### Work Experience

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#### ***Creative / Art Director - The Outback Pie Co.***

**Jan 2010 – Present**

Developed and led brand identity, strategy, and marketing execution. Managed timelines, budgets, and quality control. Delivered consistent branding, boosting customer engagement.

#### ***Creative Strategist / Art Director - oOh! Media***

**Feb 2025 – Jul 2025**

Created dynamic OOH campaigns using real-time data and digital API data & 3D anamorphic innovation. Partnered with sales and clients to deliver insight-driven work. Drove brand differentiation and engagement through immersive executions across OOH & Digital retail channels.

#### ***Creative Director / Operations Lead - The Travel Corporation***

**May 2024 – Feb 2025**

Led integrated campaigns across digital, film, and print, while mentoring creative teams. Improved delivery speed and collaboration across departments. Elevated brand effectiveness and engagement.

#### ***Creative Strategist / Art Director - oOh! Media***

**Jul 2023 – Apr 2024**

As above but working on various other brands.

<https://www.darrenmartincreative.au/projects/7266329>

#### ***Senior Art Director - Host Havas***

**Feb 2022 – Jul 2023**

Ideated and executed campaigns for Uber Eats, Mirvac, Tassal and more. Delivered award-winning work across social, film, and experiential. Played a key role in launches and brand lift.

***Creative Director / Art Director - Qantas*****Feb 2021 – Feb 2022**

Led cross-functional teams across print, film, and social. Introduced tools that improved collaboration and brief clarity. Designed new briefing templates and processes that significantly improved workflow.

***Creative Director / Art Director (Freelance) – Various Agencies & brands*****Apr 2020 – Feb 2021**

Delivered campaigns for top agencies and brands - Virgin Australia; The Monkeys; Clemenger BBDO; Saatchi & Saatchi; M&C Saatchi; The Greenhouse; Whybin TBWA; Host Havas; Cummins & Partners Sydney; Holler; Innocean Worldwide; Apparent; Momentum Worldwide; CX Lavender; Frontier Media; One Partners; Muscle Republic; Eardrum; Present Company, Kayo/Fox Sports; Vodaphone; Reckitt Benckiser; Endeavour Energy; OPSM; Toyota; Mitsubishi, Volvo, Telstra, Optus, CommBank, NIB Insurance; St George Bank; Bank of Melbourne; Uncle Toby's; Visa International; Schick; Microsoft; NRMA; Dettol; Hyundai; LJ Hooker; Durex; Harris Coffee; Telstra; MasterCard; BT Insurance, plus more.

***Founder / Photographer - Darren Martin Photography*****Oct 2010 – Apr 2020**

Operated a commercial photo business and contributed to Getty and Corbis. Won national and international photographic awards. Work published widely and featured in major brand campaigns.

***Creative Lead / Art Director - One Green Bean*****Jan 2020 – Mar 2020**

Led digital/social campaigns for clients like eBay, Afterpay, and Virgin Airlines. Managed end-to-end creative delivery. Played key role in new business wins.

***Senior Art Director - Host Havas Australia*****Apr 2018 – Dec 2019**

Delivered integrated campaigns across traditional and social media. Led ground-breaking water-saving campaign for Sydney Water. Created industry-first social Snapchat lenses for the Australian Defence Force.

***Senior Art Director - M&C Saatchi / Lida*****Jul 2016 – Apr 2018**

Created multi-platform campaigns for BIG W, CBA, and Woolworths. Ideation, art direction as well as photography for the "Kids Happen" campaign for BIG W driving successful new brand repositioning.

***Creative Director / Art Director - BMF Australia*****Jan 2016 – Jun 2016**

Directed integrated campaigns for TAL, Woolworths, and Expedia. Led a multi-disciplinary team and streamlined creative ops. Delivered market launches and business growth.

***Senior Art Director - Saatchi & Saatchi*****Dec 2014 – Dec 2016**

Directed brand and digital/social campaigns for OPSM and Toyota. Delivered creatively noted work with the "We See Deeper" and "Eyes That Have Seen It All" campaigns.

***Creative Director / Art Director - The Zoo Republic*****Jan 2014 – Dec 2014**

Led shopper and retail campaigns for FMCG brands. Won APMA awards for PepperJack Wines. Improved creative process efficiency and creative quality. Mentored my successor.

**National Creative Director - Wunderman****Jul 2011 – Dec 2013**

Oversaw campaigns for Schick, Coca-Cola, and Microsoft. Won global awards & an APMA Gold. Streamlined team performance and drove creative quality across the Sydney/Melbourne offices.

**Creative Director / Art Director - DDB Sydney****Apr 2010 – May 2011**

Led major campaigns for Red Cross and Volkswagen. Delivered award-winning work and helped DDB Rapp join NSW Health roster. Elevated the healthcare portfolio.

**Art Director - BWM****Oct 2008 – Apr 2010**

Created campaigns for Telstra Business, Simplot, and Alfa Romeo. Elevated cross-channel integration.

**Education**

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- 2025 - **AI Creative Prompt Engineering**, Australian Film Television & Radio School
- 2025 - **Creative Mobile Content Creation**, Australian Film Television & Radio School
- 2019 - **Building a Creative Business**, Australian Film Television & Radio School
- 2018 - **Introduction to Film Directing**, Australian Film Television & Radio School
- 2018 - **Feature Documentary Making**, Australian Film Television & Radio School
- 2017 - **Screenwriting for Film**, Australian Film Television & Radio School
- 2017 - **Storytelling for Factual TV**, Australian Film Television & Radio School
- 2010 - **Introduction to lighting**, Australian Centre for Photography
- 2008 - **Advertising & Marketing, Television Production**, AWARD School & TV Craft
- 2007 - **Advanced Diploma - Graphic Art**, KVB College of Graphic Arts

**Technical Abilities**

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- Adobe Creative Cloud – Photoshop, Illustrator, InDesign, After Effects, Premiere Pro • Figma
- Microsoft Office Suite – Word, PowerPoint, Excel • Artificial Intelligence – ChatGPT, Midjourney, Runway • Camera Raw • Capture One • Lightroom • Google Slides & Keynote Presentation • CapCut

**Personal Attributes**

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- Strategic, analytical & results-driven • Excellent time management & attention to detail
- Strong interpersonal & communication skills • Collaborative, flexible & autonomous
- Productive, efficient & determined • Resourceful, innovative creative problem-solving
- Calm & effective under pressure • Attentive, approachable & proactive • Entrepreneurial spirit
- Exceptional verbal and written communication skills with influential presentation skills.

**Awards & Referees**

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- Received over 50 prestigious International and Australian awards • Referees on request.