

SEVITT

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SUMMARY

I'm a multi-award-winning copywriter and creative director with over 20 years' experience in some of Sydney's leading global ad agencies and media organisations including Clemenger, Leo Burnett, George Patterson, Y&R Wunderman, Singleton Ogilvy & Mather, the Brand Shop and most recently, News Corp.

During that time, I've created traditional and digital advertising, direct marketing and branded content for a diverse range of clients and brands – Tourism Western Australia, Tourism Northern Territory, Tourism Australia, Yalumba Wines, Nespresso, Australian Pork, U by Kotex, Commsec, Foxtel, Citibank, Tooheys New, LG, Vidal Sassoon, Clearasil, Sultana Bran, Chux and Diet Pepsi, just to name a few.

Equally adept at developing overarching campaign concepts, integrated brand campaigns across multiple media channels, a one-off digital display ad, a branded video or a long form print advertorial, I'm passionate about creating cut-through communications and stories that help brands and businesses grow.

LinkedIn: <https://au.linkedin.com/in/colsevitt>
Portfolio: <https://www.colinsevitt.com>

RECENT EMPLOYMENT

Senior Content Writer, News Corp

Working with the creative team at Newsamp, News Corp's integrated marketing unit, I conceived and wrote branded print, digital and video content for some of Australia's biggest brands – running across News Corp's network of newspaper and magazine titles including *The Australian*, *The Daily Telegraph*, *taste.com.au*, *delicious.*, *GQ*, *Stellar*, *Escape*, *Body+Soul*, *Wish*, *Vogue Australia* and *Vogue Living*. Highlights included:

Accolade Wines "The Joy of Hosting"

I conceived and wrote a branded video and immersive digital content that ran in *The Australian*, featuring comedian and wine enthusiast Merrick Watts. Watts shared his thoughts on entertaining friends and pairing food with wine, while showcasing Hardys' range of premium Tintara wines. Results: Total video views of 252,623. The video resonated well with the *delicious.* audience delivering at 126.31% during the campaign period

Nespresso "Bringing Style to the Table"

I conceived and wrote a series of branded videos and supporting advertorials featuring style icon and Gritty Pretty founder Eleanor Pendleton, Porch and Parlour co-owner Sammy Smith and Nespresso Ambassador Mitch Monaghan. Results: the four videos achieved a total of 1.5 million views. They all delivered at least 150% to target and two delivered more than 210% to target.

Yalumba "Book a Table, Embrace Australia"

I conceived and wrote a series of branded videos and supporting advertorials that showcases Yalumba's range of premium wines while encouraging Australians to visit regional restaurants during international and interstate travel restrictions. In each video, *delicious.* editorial director and *Escape*

editor-in-chief Kerrie McCallum interviewed a leading chef who shared their thoughts on pairing one of their favourite dishes with the perfect wine. Results: Yalumba was **the best-performing campaign ever** on the News Corp network, out-ranking all previous campaigns on effectiveness metrics. It was also Kantar's best-ever result for brand consideration uplift on a content-led campaign.

PREVIOUS EMPLOYMENT

Senior Copywriter, Spark44

I worked alongside Creative Director Matt Johnson as his writer, as well as mentoring a junior team. Projects included a Hopman Cup sponsorship campaign featuring tennis player Ash Barty, I-PACE digital and OOH launch campaign, a 2-minute film featuring singer Alfie Arcurie for the Queer Screen Film Festival and The Jag Queen Service Centre pop up for Mardi Gras.

Creative Director, Noble Brands Worldwide

I worked closely with the ECD, Monty Noble, to create a new iteration of the long running 'Get some Pork on your Fork' campaign for Australian Pork, which helped them achieve a dramatic 25% increase in local consumption.

Other account responsibilities included ANZ Wealth, Australian Pork, China Eastern Airlines, Vok Beverages, Ekornes, Union Pay and BizCover.

Creative Director, theBrandshop and Shift

Together with the ECD, Monty Noble, and my Art Director, Matt Johnson, I led and inspired a team of eight creatives through a period of major new business wins and rapid growth, culminating in the agency being named finalist in both Ad News and B&T Agency of the Year.

Soon after joining the agency, I played a key role in winning the CommSec account in a competitive pitch. As the lead creative on this brand, I was part of the team that created the 'Better Together' campaign, re-positioning them as the share-trading platform that makes it easier to link your banking with your investing activities.

CommSec's market share increased significantly, and they were awarded 'Best Online Trading Platform' two years in a row by Money Magazine.

When theBrandshop was re-branded as Shift in 2011, I was instrumental in winning the Moet Hennessy account in a competitive creative pitch, with the 'Only' campaign for Chandon. I also developed the 'U Know What Works' creative platform for fem-care brand U by Kotex.

Other accounts included Valvoline, Sanitarium, Australian Pork, Blue Tongue and Anglican Retirement Villages.

Creative Director, Direct Marketing, George Patterson Partners, Sydney

I was hired by the National Creative Director to supervise the direct marketing output from an increasingly integrated creative department of 20 creatives. My major account responsibility was Telstra, but also included Acer, Star City and ARU.

Senior Copywriter, Y & R/Wunderman, Sydney

As the Senior Copywriter, I led and inspired the team of copywriters and acted as head of copy. Working closely with the Associate Creative Director, Andy Walsh, I created direct marketing and integrated campaigns for Foxtel, Citibank and Jaguar, winning several ADMA awards along the way.

We also created the campaign that won Wunderman the Weight Watchers account. Using Sarah Ferguson, the Duchess of York, as a presenter, I wrote the TV campaign and helped supervise the production which we shot in London.

Copywriter, Singleton Ogilvy & Mather

My TV script 'Mothers Milk' for Tooheys New was chosen from an initial presentation of over ten concepts from other creatives to go into research and finally production. Other accounts included IBM and LG Electronics.

AWARDS

35 honours and awards from AWARD, ADMA, John Caples, Australian Television Awards, Golden Stylus, Folio, Caxton, Perth Art Directors Club, Houston International Advertising Festival, and International Newspaper Marketing Association.

EDUCATION

Bachelor of Arts (Political Science), University of NSW
Graduate Certificate in Writing, UTS

RECOMMENDATIONS**Jo Sellars, Head of Creative Copy, News Corp Australia**

"Col is a true copywriter in every sense of the word. Conceptual, editorial, long form, headlines - Col's brilliance lies not only in his copy skills, but also his versatility. He's also nailed that much sought-after experience of straddling both sides of the fence - agency and client. As team member, Col is invaluable in helping junior (and senior) writers perfect their craft, and anybody else for that matter. I'm happy to recommend him, and happy to talk further about why Col is awesome."

Brooke Lewis, Creative Director, News Corp Australia

"Combining natural curiosity and intelligence with impressive experience, Colin is a talented creative who always takes care to deliver work to the highest possible standard. He's also skilled at working with talent, an engaging presenter and one of the best headline writers I've ever worked with."

Chris Pinnegar, Managing Director, Noble Brands Worldwide

"Everyone who has worked with Col will tell you the same thing...he's a top bloke and a great creative thinker. I've had the opportunity of working with him at The Brandshop and at Noble Brands for over 8 years and it's been an absolute pleasure 100% of the time. He comes up with great ideas (and plenty of them) quickly and is pragmatic enough to let them go if they are not right, which makes him a dream to work with. He's equally at home working from a blank sheet or building from something existing and he's a prolific writer of short and long copy. This makes him a genuine all-rounder which is increasingly rare in our industry. I'd have no hesitation in recommending him."

Lisa Vitaris, CMO, amaysim

Colin is a solid Creative Director. From our time together at Bush Atkins, we worked across some more conventional brands such as CommSec, right through to the very fast-paced Cross City Tunnel account where creative had to be extremely responsive due to public opinion. This goes to show that no matter what the brief, Colin will find the most effective solution. Not only did he nail every brief, providing clear insight and compelling ideas that can work effectively across all channels, but he was also great fun to work with. I would not hesitate to recommend Colin for any CD/writer position. In fact, I would hire him myself if I had my own agency!