

MURRAY WHITE

INTEGRATED EXECUTIVE CREATIVE DIRECTOR

Melbourne, VIC

Murray is the ECD of 10 Feet Tall, Melbourne.

Prior to joining the independent start-up, he was the Executive Creative Director of BWM, Melbourne, the Executive Creative Director/Chief Design Officer/Executive Vice President of Doner, Detroit, and International Creative Director of Springer & Jacoby, Europe.

Murray's work has been awarded at Cannes, D&AD, Clio, Eurobest, Epica, LIAA and ADC. One of his TV spots has even been named 1 of the 10 commercials of the century by the Dutch Television Museum.

He believes in big ideas crafted with attention to detail.

Agency Experience

Executive Creative Director

10 feet tall

Melbourne, AUS
Apr 2016 - Present

Clients include Mt Hotham, Honda Marine, Dairy Australia, Great Wall Australia, Far East Consortium, Dacland and Transurban

- Building the independent agency with partners, Joseph Meseha & Stuart Black.
- Responsible for the creative product across the agency's diverse client portfolio.
- Leading tech integration and modern methodology development in pace with client expectatoons.
- Ensuring value in production and excellence in execution.

Executive Creative Director

Melbourne
May 2013 - Mar 2016

BWM

Clients include realestate.com.au, John West, Leggo's, Birds Eye, I&J, Edgell, Kmart, Racing Victoria, RACT, South Australian Tourism Commission, The Salvation Army, Medibank IPO, IOOF, GE Capital

- Leading the independent agency group's Melbourne office with Managing Director, Mark Watkin.
- Responsible for the creative product across the agency's diverse client portfolio.
- Shaping a boutique-style creative environment supported by an industry-leading strategic approach and dedication to craft.
- Providing distinctive but achievable brand vision, integrated campaign solutions and excellence in execution.
- Dedicated to "Ideas that get Australians talking".

ECD/EVP Chief Design Officer

Southfield, USA
Jun 2009 - Apr 2013

Doner

Clients included JBL, Harman/Kardon, Coca-Cola, Wilson, Fiat and Chrysler.

- Conceive and coordinate creative work across many of the agency's key clients
- Work closely with the agency's Chief Creative Officer to reshape the Doner creative product and ensure the company remains an innovative and inspirational alternative in the modern advertising market
- Engage in strategic business planning
- Lead and manage a department of integrated advertising professionals
- Key role in synergizing the agency's ATL and integrated teams and restructuring the creative department to exceed the demands of modern advertising.
- Clear focus upon brand and talent building

Partner / Creative Director International

Amsterdam, NL
Feb 2004 - Jun 2009

Springer & Jacoby

Clients included Mercedes-Benz, Smart, Olympus, Siemens Mobile, Palm, Saturn/Mediamarkt, BenQ, Bwin, Atradius, DWS, Fortis Investments, TNT, Osram, Coca-Cola and Ola.

- Lead creative development, production and implementation
- Specialized in brand building, with successful track record in determining and selling-through new brand architectures and creative campaigns for international clients
- Accolades from the foremost advertising industry bodies

Senior Copywriter

Amsterdam, NL
Jan 2002 - Jan 2004

MVBMS Fuel Europe

Clients included Volvo, New Balance, Absolut, Van Gogh Museum.

Writer/Art Director

Melbourne, AUS
Oct 1998 - Jun 2001

Y&R Mattingly

Clients included Nintendo, Converse, Cadbury Schweppes, Ericsson, Clarion Audio/Visual, Village Roadshow, Carlton United Breweries, National Dairies, Coles Supermarkets and George Weston Foods.

Writer

Melbourne, AUS
Sep 1996 - Sep 1998

Mojo Partners

Clients included Hertz Car Rental, Kraft spreads and confectionary brands, Philip Morris, Jetset Travel, Australian Conservation Foundation, Victorian Tourism Commission and Nestle.

Co-Founder / Director Marketing

London, UK
Apr 2008 - Present

Silk Invest

Approached by former client from Fortis Investments to partner in and develop a trans-continental asset management company. Silk Invest Ltd. began trading Sept. 2008 and currently employs 23 people across three continents.

- Lead brand strategy and marketing leadership
- Develop and implement corporate identity and communications architecture, and continue to evolve integrated advertising, web platforms and advocacy initiatives

Accolades

Gold

- Cannes International Advertising Awards (x4)

Gold

- London International Advertising Awards (x4)

Gold

- Eurobest Advertising Awards

Gold

- ADCN Netherlands

Gold

- Deutsche Film Academy Awards

Silver

- Clio International Advertising Awards

Silver

- Epica International Advertising Awards

Silver

- Young Guns International Advertising Awards

Silver

- Award

Silver

- ADC Austria (campaign x 5)

Bronze

- Young Guns International Advertising Awards x2

Bronze

- Clio International Advertising Awards

Bronze

- ADC Germany (campaign x5)

Bronze

- ADC Austria x 2

Bronze

- Award (Campaign)

Winner

- D&AD British Design & Art Directors Awards

Winner

- IFAB Awards

Winner

- D Show Awards x 3

Merit

- One Show Awards

Finalist

- Cannes International Advertising Awards x 10

Finalist

- D&AD British Design & Art Directors Awards

Finalist

- Young Guns International Advertising Awards x 2

Finalist

- London International Advertising Awards x 2

Finalist

- ADCN Netherlands

Finalist

- ADC Germany

Finalist

- D Show x 30

Finalist

- MADC Awards x 7

Inclusion

- Top ten Dutch commercials of last 100 years, Dutch

National Museum

Notable Experience

- Responsible for brand CI and pan-European campaign for Volvo, 2002
- Responsible for launching BenQ in Europe, 2004
- Responsible for strategy & creative rebranding of Olympus Europe, 2005
- Responsible for launching BetandWin.com in Europe, 2006
- Responsible for comm. strategy/corporate rebrand of Atradius, 2007
- Responsible for repositioning and rebranding of Odwalla, 2010
- Responsible for rebranding & launch of FIAT in USA, 2011
- Responsible for the strategy (with Susannah Stoney) & rebranding of realestate.com.au in 2015
- Responsible for the strategy and rebranding of Mt Hotham in 2015

Education

Bachelor of Arts in Creative Advertising

Royal Melbourne Institute of Technology

- Graduated with high distinction

Melbourne, AUS
Jan 1994 - Sep 1996

Associate degree in International Marketing

Royal Melbourne Institute of Technology

Melbourne, AUS
Jan 1994 - Sep 1996