Christian Kernot

CREATIVE LEAD & SENIOR COPYWRITER

Sydney, Australia

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A customer-obsessed, data-driven storyteller, I create brighter, bolder, more beautiful experiences that change behaviours and help people fall in love with brands.
From concept to creation, I deliver effective and memorable creative across brand communications, marketing campaigns, editorial content and events.

Experience

Creative Lead/Senior Copywriter

JLLX

Sydney
Mar 2024 - Present

Creating events, experiences, engaging content and communications for the most exciting precincts in Sydney and Melbourne, including Barangaroo, Darling Quarter & Darling Square, Sydney Place, Melbourne Quarter, Brights & Park, and more.

Creative Lead/Senior Copywriter

CXLavender

Sydney
May 2023 - Mar 2024

Developed martech and CX campaigns, new product launches, digital content, OOH, radio, growth, CRM, lifecycle programs, and B2B comms for Westpac, St,George, Bank of Melbourne, BankSA and Rams Home Loans.

Senior Story Lead

M&C Saatchi (Greenhouse Collective)

Sydney
Sep 22 - May 2023

Created CX, CRM, OOH, radio and digital assets to transform and transition Everyday Rewards into the larger Everyday master brand that now features rewards, mobile, insurance and marketplace.

Brand and product launches, retail promotions, digital content, TVCs, radio, OOH, CRM, lifecycle, and CX campaigns for Woolworths brand.

Freelance Copywriter

The Hallway

Sydney
Jul 2022 - Sep 2022

Developed campaigns and content for Dexus and Great Wall Motors.

Creative Lead

Zip

Sydney
2017 - 2022

Created multi-channel creative campaigns and content, product launches, retail promotions, partner marketing, B2B, CRM, lifecycle comms and growth marketing activity.
Grew ANZ brand recognition from below 10% to over 60%.
Delivered measurable results through highly productive relationships with internal and external stakeholders.

Freelance CD, Senior Copywriter

ZipCo, Lida, VML, Urban, Loop, BlueStar, The Star

Sydney
Jan 2107 - Jun 2017

Sydney Morning Herald, The Age, Netflix, Charter Hall, McDonald's, AGC Networks, EML, Australian Unity, Virbac, Sky5.

Associate Creative Director

Kalido

Sydney
2016 - 2017

American Express, eHarmony, Australian Unity, Ancestry, Westpac, NRMA Retail Business Insurance, NRMA Travel Insurance, Cover-More, Bradford Solar x Tesla, nib, Macquarie University, AMP.

Associate Creative Director

Loud

Sydney
2014 - 2015

Animals Australia, Avant Mutual Group, Nancy Ganz, NSW State Emergency Services, Uniting Care, Halyard, Western Union, NRMA Community Grants. Screenrights Australia, NSW Trustee & Guardian, BUPA, Customer Owned Banking Association, and RSL Australia.

Senior Copywriter

Blaze@Y&R

Sydney
Apr 2013 - Jun 2014

Westpac, JLL, Lion Nathan, Coca-Cola Amatil, Raine & Horne, Canon, SA Police, Ernst & Young, Accenture, Uniting Communities, Rural Health Australia, Notre Dame University, American Express, and The Rocks.

Senior Copywriter

The Star

Sydney
Jul 2012 - Apr 2013

Creating fully integrated campaigns and developing the communication style and tone of voice for the entire complex.

Senior Copywriter

M&C Saatchi

Sydney
Mar 2011 - Jul 2012

Developed, implemented and managed brand personalities, verbal identities, and creative across all platforms for Dick Smith, Masters Home Improvement and Freedom Furniture. Created multi-platform campaigns from Woolworths, Woolworths Mobile and Online, Optus, and Qantas Everyday Rewards.

Freelance Senior Copywriter

Frost* Design, Momentum Worldwide, The Affinity Partnership, Dynamix, One Partners

Sydney
Jan 2011 - Mar 2011

Worked on rebranding Broken Hill, NSW and creating national integrated campaigns for Coke Zero and XXXX Gold, Sensodyne and Macleans. Experiential/digital activities for XXXX Summer Bright, Coke Unleashed and Intel. Interactive and social media launch campaign for Estée Lauder. Digital and print for Virgin Money.

Senior Copywriter

Evocatif

Sydney
Feb 2008 - Nov 2010

V Energy, St.George Bank and BT Financial, Alphapharm Brands, Nestlé – Kit Kat, Nescafé Gold, Club Chocolate, Aero and Nescafé Gold; Ferrero – Bueno, Nutella, Rocher, Rafaello and Rondnoir; Johnson & Johnson – Listerine Total Care, Schick Quattro Trimstyle and Freestyle, Unilever – Flora pro-activ, Continental, and Streets; Nokia, Fosters, Constellation Wines, and McWilliam's Wines.

Copywriter

Spin Communications, Freeform

Sydney
Dec 2007 - Feb 2008

Created campaigns on Portmans for Spin and Fudge for Freeform.

Copywriter

Smart

Sydney
Oct 2007 - Dec 2007

Created national TVC and print, online, DM, ambient, outdoor and experiential campaigns for Ferrero Rocher, Rafaello and Kinder brands, Jagermeister, and CityRail.

Copywriter

IdeaWorks

Sydney
Aug 2005 - Oct 2007

Westfield, Bendon Lingerie, Pittstop, Skygarden, Oz Design Furniture, Big W, Blink Optical, J. Farren-Price, Amber Tiles, Super-Cheap Auto, BCF (boating, camping, fishing), Disney, Volkswagen retail, Stevenson's NZ, Dick Smith, and Tandy.

Copywriter

The Glue Society, JWT, Spin Communications, The Marketing Store

Sydney
Jun 2002 - Aug 2005

Vodafone, Absolut, Reebok, Autore Pearls, Lee Jeans, Wrangler Jeans, Uniqlo, Jacqui E, Diageo Brands, Bacardi Lion, and General Pants.

Portfolio

Click me

Check out some of my work.
Lots more available on request, including CX and CRM examples.

Key Skills

Key Skills

Excellent written and verbal communication and presentation skills. A data-driven conceptual thinker with a highly developed and intuitive understanding of strategy and storytelling.

Detail-focused and driven to find the biggest idea and deliver it in the most impactful and effective way.

Also, nice bloke.

Added Experience

AWARD School Tutor 2009

Tutored and mentored sixteen advertising students with eight reaching the top twenty, four of them in the top ten.

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