Dale Rhodes

CREATIVE DIRECTOR/BRAND CONSULTANT

Australia

rhodes.dale@gmail.com

Dale has been responsible for some of Australia's best-known and most successful brand and communications campaigns. He has massive experience in brand development and in communications from direct response and digital to advertising and internal communications. He developed the powerful concept of brand as a conversation in the hearts and minds of stakeholders and has particular expertise in purpose-driven branding. Dale has worked on both blue chip and challenger brands. Toyota, American Express, Westpac, Dell, the Federal Government, Qantas, Volvo, Sony, Suncorp, Volkswagen and many others. He has been Creative Director of Shift (an STW company), Executive Creative Director of Euro RSCG, Creative Director of Doorley Abraham Davis Chapmpan, Creative Director of FNL Direct and Senior Writer at Foster Nunn Loveder, Creative Director and Founder of Neon Pigeon and Rhodes Shapter, Senior Writer at Ogilvy and Mather and Head of Copy at Ogilvy and Mather Direct. Dale has won many local and international awards including AWARD, Caxtons, ADMA, Positive Portrayal of Women (twice) and two John Caples – one for the most successful charity commercial ever in America. Two of his campaigns are taught in the New South Wales school education curriculum. Dale is infectiously enthusiastic, loves working with people and is an effective and powerful presenter.

Experience

Creative Director

Shift

Sydney, Australia
Jan 2012 - Nov 2013

Creative Director, Founder

Rhodes Shapter

Sydney, Australia
Jul 2007 - Dec 2011

Executive Creative Director

Euro RSCG

Sydney, Australia
Jun 2003 - Jun 2007

Education

Bachelor of Science

University of the Witwatersrand

Johannesburg, South Africa

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