sylvianne heim

SNR WRITER

sydney

sylvianne@blonde.com.au
61403777790 mobile

I know how to talk to consumers. How to press their buying buttons. 360 degrees at a time. Ads are the last thing I write. There's always a way to apply creative thinking to a product or service. For Goodyear, it was a tyre that exposed a yellow stripe when it was time to change it. For Westpac, it was a debit card that trained teenagers to handle their money. For Tassal it was positioning Salmon as an anti-ageing beauty product. Creativity is stunning when aligned with consumer behaviour. And a human truth. It's what I do best.

Experience

Creative

UDKU

Above good god club
Mar 2014 - Sep 2014

PItched and won CarsGuide.
Made four AMP clients cry in a meeting with very emotive TVCs. Two were men.
Presented a Fin Review Press Release to introduce the 2015 AMP campaign.
Wrote a speech for AMP's CEO Craig Meller introducing the 2015 brand campaign to top AMP staff.
Introduced a 'Super for Women' strategy for AMP to champion in social media.

Snr Writer

JWT

Sydney
Jul 2012 - Mar 2014

Pitched and won MSD Fertility. Made client cry in the pitch.
Pitched on ADF - Women
Pitched on Anti-texting for NSW Roads. Created a 'Claw' product for car dashboards.
Transformed Viva Paper Towels and Cleaning Products with a campaign that asked parents to ask their teenagers to clean. I know 'big ask'. Worked its guts out on social media.
Was the driving force behind the I touch myself project for 12 months. Chrissy's legacy deserved nothing less. International social media darling for a month. Pink, Gaga tweeted.

Snr Writer

Ideaworks

Sydney
Oct 2011 - Jul 2012

Pitched and won Hillross Financial account. 360 degree retail branding.
Hillross won brand innovation awards for financial services. RAIN Awards
Pitched and won Muffin break account. 360 degree retail branding.
Pitched on BIG W. Account didn't stay with Ideaworks, they had it for 20 years.The pitch was impressive and dignified. Couldn't have done more to retain the business.
I presented the pitch creative with YR Group ECD Julian Watt and CEO Russell Holcroft. Either ad man can vouch for me.

Snr Writer

Lavender

Sydney
Jul 2011 - Oct 2011

Working on Westpac Women's Banking Campaign.
Created a debit card product for teen banking.
Deposits campaign. Mobile banking campaign.

Snr Copywriter

Droga 5

Sydney
May 2011 - Jun 2011

Telstra Small Business campaign

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snr fashion writer

M&C Saatchi

Sydney
Mar 2011 - May 2011

Launched Westfield online.
Developed SS 2011 campaign.
Tone of voice. Fashion writing. Advertorial. Blogs.

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through-the-line writer

Tribe Marketing

Sydney
Dec 2010 - Jan 2011

Developed concepts for Jack Daniels Pitch.
Agency won the business in Jan 2011.
Created the 2011 Bear Grylls promotion
that instigated the BMF campaign.

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pitch writer

Y&R Singapore

Singapore
Dec 2010 - Jan 2011

Developed 360 concepts for Global Goodyear Pitch.
The pitch included a product innovation idea that secured the win.
We created a tyre with a yellow strip to indicate when a tyre needed changing.
Agency won business in Feb 2011.

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freelance writer

Moon

Sydney
Aug 2010 - Aug 2010

Sunglass Hut. Global retail. Facebook promotion.

freelance writer

MercerBell

Sydney
Aug 2010 - Aug 2010

NRMA. MasterCard. Toyota

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snr through-the-line writer

AdPartners

Sydney
Nov 2008 - Jul 2010

The Salvation Army (Won pitch)
Tassal Salmon (Won pitch)
Legacy (Won pitch)
NSW Liberal Party (Won pitch)
DECCW (Won pitch)
Ighams Turkey
Wyeth
SportingBet
Wild Turkey

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global hothouse team

JWT Bangkok

Bangkok
Oct 2008 - Oct 2008

Lux Global Creative Hothouse

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snr through-the-line writer

TeamSaatchi

Sydney
Jan 2009 - Sep 2009

David Jones American Express card launch

creative director she marketing

SplashGroup

Sydney
Jul 2007 - Dec 2008

Best&Less (Won pitch)
Foxtel (Won pitch)
Weight Watchers (Won pitch)
Created 'The 5 KG Club' for office workers to engage in team weight loss together at work.
Changed the product distribution channel to OfficeWorks instead of only supermarkets.
SGIO (Won pitch)
Four Sisters Wines (Won pitch)

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creative director

Human

Sydney
Jan 2007 - Jul 2007

NRMA

Director

Blonde

Sydney
Jan 2001 - Dec 2006

Began start-up agency for women.
ABC Shops (Won pitch) Tahiti Tourism (Won pitch)
VOGUE (Won pitch) Notebook (Won pitch)
Pretty Girl Fashion Group (Won pitch)
Pac Brands (Won pitch) QVB The Strand Skygarden (Won pitch)
Anti-violence campaign for Aboriginal Women's legal Centre.
Conducted research on a mission in Northern NSW with elders and teens.

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snr writer

BateyKazoo

sydney
Jan 2000 - Dec 2000

DEETA Apprenticeship (Won pitch)
Garvan Institute (Won pitch)
NTT
Telstra

writer for creative director DD

sydney
Jan 1998 - Dec 1999

BAM/SSB

Centrelink (Won pitch when I was 8 months pregnant)
Drug Offensive (Won pitch)
Ayers Rock Resort
SBS
WHO Weekly

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creative group head

sydney
Jan 1993 - Dec 1999

DMB&B/WMO

Westpac (Won pitch with My Bank campaign)
Bonds
Berlei(Won pitch)
Hestia (Won pitch)
Clairol
Uncle Bens
P&G
MARS
Qantas
GIO

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jnr writer

sydney
Jan 1991 - Dec 1992

Batey/Kazoo

SBS (Won pitch)
Singapore Airlines
Tiger Balm
Sydney Electricity

Education

Bachelor of Education/Humanities

Sydney
Jan 1982 - Nov 1986

Sydney University

Major English Literature
TEOSL

Winner

AWARD SCHOOL

1st Prize trip to New York

Sydney
Feb 1991 - Oct 1991

runner-up short story competition

Sponge Magazine

John Birmingham loved my story

Sydney
Sep 1995

Awards and industry achievements

1991 AWARD School Winner
1993 Ansett Encouragement Award
1992 AWARD Pencil Outdoor Campaign
1993 Caxton Award Presenter
1993 5th Aust Catalogue Awards Berlei
1993 Australian Television Awards Berlei TVC
1993 Silver MAX MARS TVC DMB&B/WMO
1994 Caxton Awards – Westpac Campaign
1994 Positive Portrayal of Women in Advertising - Berlei
1995 Award Judge Panel
1995/98 Award School Lecturer
2000 MoulinRouge.com [worked with Catherine Martin]
2005 Lecturer Western Sydney University
2005 Anti-Sexual Abuse Aboriginal Women's Legal Centre [Pro Bono]
2005 Rethink Pink Marketing to Women London Conference
2006 Diversity Council Women's Committee Speaker
2007 AMSRS – Speaker at Perth AMSRS Research Conference
2009 AWARD JUDGE Radio
2011 Australia Japan Foundation-JETSTAR Familiar Ski Guide program
2014 Cannes Lions Silver (Branded Content) I Touch Myself Project
2014 Cannes Lions Bronze (Film) I Touch Myself Project
2014 Cannes Lions Bronze (Website) I Touch Myself Project
2014 Cannes Lions Bronze (Public Awareness) I Touch Myself Project
2014 Spikes Award Asia Silver (Branded) I Touch Myself Project
2014 Spikes Award Asia Silver (Film) I Touch Myself Project
2014 Spikes Award Asia Silver (Public Awareness Education) I touch myself project
2014 IAB Mixx New York Gold (Public Service and Charity) I touch myself project
To honour the Gold Winner in the Public Service category,
IAB donated $5000 to Cancer Council NSW
2014 JWT Sydney for 'I Touch Myself Project' for the Cancer Council NSW
(a personal favourite of Spikes Jury President Ted Royer)
2014 FWA Site of Day June 2014 I Touch Myself Project
2014 Facebook Top Trending I Touch Myself Project
2014 LIA London International Awards. I Touch Myself Project. Music Video Winner. Bronze Winner.

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