# Coltan de Save

SENIOR ART DIRECTOR

Sydney, Australia

Employed but always keen to hear about new opportunities.

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Overview

## Summary

• Over 20 years of advertising and marketing experience
• Delivered awarded creative solutions for top global companies
• Global experience in Kenya, South Africa and Japan.
• Broad skill base, multiple disciplines.

## Expertise

• Strategically-minded and passionately driven to create imaginative ‘through-the-line’ communication
• Extensive experience leading and managing large teams and leading cross-functional team collaboration.
• Confident in presenting and creating presentations.
• Excellent technical and practical knowledge of numerous software applications allows for a ‘hands-on’ approach when required.
• Scamping – an excellent 'wrist'.

Work History

Senior Art Director

## VML

North Sydney
Feb 2017 - Present

Formally Geometry, then VMLY&R Commerce, and now VML, working in the Commerce arm of the business with some crossover onto ATL. Mainly Shopper and Experiential. LION, Pernod, Coca-Cola, Cadbury, Clipsal / Schneider Electric, BAT, Imperial Brands. Secondment in Geometry Ogilvy Japan.

Awards
Shop! Awards
GOLD - The Hahn 3rd Half Hooter | Integrated Path to Purchase
GOLD - XXXX Summer Good Life Prizes | Occasion-Based Campaign
SILVER - XXXX Summer Good Life Prizes | Digital
SILVER - The Hahn 3rd Half Hooter | Liquor Display
BRONZE - Tooheys State of Origin 2025 | Integrated Path to Purchase

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Creative Director

## Ogilvy Africa

Nairobi, Kenya > Johannesburg, South Africa
Aug 2012 - Dec 2016

Creative head for the Barclays brand across sub-Saharan Africa. Responsible for creating campaigns and developing network partnerships in our 11 markets while working remotely with our South African-based Client. Also responsible for creating campaigns for Coca-cola, Airtel and VW.

Highlights
• Successful implementation of 'Prosper', Barclays biggest campaign to date
• Leading the team to Coca-Cola FIFA World Cup 2014 pitch win
• Successful implementation of CC FWC 2014 'Fans United' exceeds marketing targets
• Leading the team to VW pitch win
• Founded internal mentorship programme (The David Ogilvy Award)

Awards
• The Loerie Awards: Carex 'Dirty Money' – Silver
• African Crystal Award: Carex 'Dirty Money' – Emerald x3
• African Crystal Award: Coca-Cola 'Fans United' – Sapphire x2

## Freelance

Aug 2011 - Aug 2012

Freelancing locally. Looking globally... and then... well, Kenya.

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Art Director

## Moon Communications

Surry Hills, Australia
Aug 2010 - Aug 2011

Moon was HTCs global lead agency for strategy and creative. My role was predominately on the HTC brand to help develop creative territories for each handset, expanding them across channels and bringing those ideas to life executionally.
Brands: HTC, Vodafone and Westfield.

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Art Director

## Freelance

Sydney Area, Australia
Oct 2009 - Jul 2010

Momentum Worldwide, Daisy Ideas, The Marketing Zoo, Onepartners, Pretty Pollution, Energi, George Patterson Y&R and Moon
Brands: Lion Nathan (XXXX, James Boag, Tooheys NEW, TED), Brand Australia, Advance, Arnott's, HTC and Vodafone.

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Art Director

## The Marketing Store

Ultimo, Australia
May 2005 - Sep 2009

TMS provided me with a solid understanding of idea generation and brand activation. My role consisted of developing concepts and bringing them to life through wrist/mac and overseeing their development through photography, retouching and finished art. The big idea briefs were still elusive but was able to generate ideas for smaller concepts and extend ideas across channels.
Experienced in building brand awareness, sales promotions, instore theatre, product launches and sampling for brands such as Diageo, Canon, CPW (specifically Nestle and Uncle Tobys), Pepsi, Holiday Inn, NineMSN and Blackberry.

Senior Graphic Designer

## Freelance

Sydney Area, Australia
Oct 2003 - May 2005

During this period I was trading as the company Magnetic creating corporate identities and brochures for small businesses while also designing for advertising agencies such as Jack Watts Currie, The ARC Factory, The Shop and finally at The Marketing Store where I later accepted a full time position as Art Director.
Brands: Bacardi, Pacific Brands.

Senior Graphic Designer

## Frontline Below the Line

North Sydney, Australia
Feb 1999 - Oct 2003

Boutique promotional marketing agency servicing such brands as Lion Nathan, Kellogg's and Unilever. The role required the development of promotional concepts, artwork and finished art. Responsible for creating Point of Sale and trade materials, unique packaging, logo design, illustrations, magazine layout, booklets and brochures.

Graphic Designer

## Melrose, Melrose and Barker/Penguin Graphics

Chatswood, Australia
Jan 1998 - Feb 1999

Print broker firm boasting in-house designers. Responsible for creating logos, business cards, brochure layouts and packaging.

# Education

## AWARD School

Sydney, Australia
Mar 2006 - Jul 2006

AWARD School is a special course run by AWARD (Australasian Writers and Art Directors) for people who want to become copywriters/art directors in the advertising industry.

Diploma in Graphic Design

## Nepean Art & Design Centre

Penrith, Australia
Feb 1997 - Nov 1998

### References

## Mark Fisher

Executive Creative Director, Ogilvy Africa, South Africa
Mobile: +27 83 324 2211

## Alan Edgar

Executive Creative Director TBWA \ HUNT \ LASCARIS \
DURBAN, South Africa Mobile: +27 60 571 6464

## Tom Hoskins

Creative Director The Works, Sydney, Australia Mobile: +61
410 616 030

### Interests

Avid cyclist and bicycle enthusiast. Crossfitter. J'aime la france, donc j'apprends la langue. Mais pas parce que c'est mieux que votre deuxième langue. I have a keen interest in music and attend live music events regularly and have a large collection of tour shirts for bands you haven't heard of yet. I also dj but have had limited success making the transition from home to festival headliner. Since living on the continent I've taken up Kite Surfing and resumed Skydiving; almost 200 jumps, 1 mal, 0 fatalities.