

## Josephine Phillips

### Creative | Copy | Strategy

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I've been achieving big results in digital and integrated marketing for brands in Australia and the UK for a while now.

Whether it's brand positioning, product launches or CRM, I'm passionate about connecting with the product's audience and creating campaigns that add value to the client's bottom line through:

- Truthful insights and effective strategy
- Benefit-driven concepts
- Copy that takes you on a journey and tells you things you want to know
- Using the communications landscape in ways that suit the brand, message and target market
- Blogs and social media made for sharing
- Overseeing project teams to ensure all components of a campaign are integrated, on brand and delivered on time.

### Awards

**DMA Echo 2005 Silver:** American Express Centurion European Launch

**Campaign Direct Finalist 2005:** American Express Centurion European Launch

**WPP Companies Winner** for Market Extension, 2005: GlaxoSmithKline Havrix integrated campaign.

### Work History

#### 2014

**M&C Saatchi:** Optus | CommBank  
**Source** Strategy for this B2B online company's international 2015 launch.

#### 2013

**MIH:** IBM | QMetrix | VMWare | Kimberley Clarke

**OgilvyOne:** American Express

**M&C Saatchi:** CommSec | Optus | Digital

**GRA:** Shimano Fishing | ASICS

**Grey Healthcare:** Bayer | Allergan

#### Lavender\*: December 2011 – March 2013

Westpac | American Express | EFIC | Strang International

Websites, microsites, mobile sites, tablet brochures, branding guidelines

#### M&C Saatchi: March – December 2011

Optus | Woolworths | Lend Lease | Qantas

Websites, banners, video content; TV, print, radio, CRM

**The Monkeys: January – February 2011**

Austar  
Digital, DM

**OgilvyOne: August 2010 – January 2011**

American Express | Telstra  
Digital, CRM, press

**Happy Soldiers: July 2010, February 2011**

Virgin Money  
CRM

**MercerBell: April – June 2010**

Australia Post | NRMA | Vodafone  
Digital, TV, CRM

**London**

**DAD (now Sapient): 2008 – February 2010**

ONO, Group Head London & Madrid | Sky | Vodafone

**JWT: 2006 – 2008**

Rimmel, Head of copy | Weight Watchers, Group Head | HSBC, lead creative |  
Deloitte, lead creative | Sky | Shell Global Solutions

**AKQA: Contract November 2005 – January 2006**

Orange | Sainsbury's | Yell.com | You Are What You Eat | 3M

**OgilvyInteractive/One: Contract 2003 – 2005**

American Express, lead creative on Centurion Card | Sunsilk, lead creative |  
GlaxoSmithKline, lead creative BT | Dove Real Beauty | Mothercare | IBM |  
Yahoo! | BP

**Tequila/london: Permanent 1999 – 2002**

Powergen | IBM | Shell Global | Psion | Le Meridién Hotels | Visa International |  
Esporta Health Clubs | Canon | Malboro | Barclays Bank | CNBC TV | Hewlett  
Packard

**Education**

**BA Communications, UTS**

Majors in Creative Writing and Film Production

**Executive Digital Marketing Strategy Certificate, UTS**

**2nd Language:** Spanish (Courses at the University of NSW and El Instituto de  
Idiomas, Barcelona)