

experiential works

philmang :: phil gillman

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summary

Interactive professional with over 12 years experience building brands, content and businesses online. Seeking a leadership position within an agency or media company driving the development of highly innovative experiences. I enjoy leading the design and development of highly creative solutions that balance the needs of brands, consumers and businesses. I am seeking to lead “post-digital” work across all appropriate conversation and engagement opportunities.

experience

Freelance Creative Director

February 2010 — Present

Creative direction, concept development & team leadership for a variety of clients.

Interactive Creative Director

Kastner & Partners

December 2008 — February 2010

Extensive strategy, creative direction and management. Clients included: Red Bull: concepting, creative direction (art), technical direction and online branding for various properties & campaigns in the US and internationally. Firethorn Mobile: creative direction (art & copy), strategy, concepting and technical direction for mobile applications and online marketing. 2K Sports: led brand wide interactive strategy review & recommendations. creative direction & concepting for interactive social media campaign for Bigs 2 Game Launch.

Freelance Sr Creative & Experience Director

Soap Creative

June 2008 — December 2008

Extensive concepting, strategy and experience design. Clients included: Foxtel: strategy, concepting, creative direction and online branding for website relaunch and online video application development and launch. 3 Mobile: creative and experience direction for e-commerce redesign. Unilever: Cornetto & Rexona: strategy and concepting for campaigns, online and integrated outdoor/hybrid/guerrilla.

Editor

Banner Blog

January 2006 — Present

One of several editors of <http://www.bannerblog.com.au> Helping to curate and aggregate the best in online advertising. Webby Winner 2007

Director, Experience Design & Production

DDB Worldwide, Seattle

June 2006 — March 2008

Led the concepting and development of innovative solutions driving engagements between brands and their consumers. Collaborated with multifunctional teams to ensure successful engagements. Encouraged adoption of cutting edge technology and media to open new

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client history	experience (cont')
<p>2K Sports 3 Mobile Amnesty International Amtrak Aviation Partners Boeing Athena Water Cable in the Classroom Corbis DreamWorks Records Equality California Institute Exclusive Resorts Firethorn [a Qualcomm Company] Foxtel Fox Motion Pictures Hear Music Hewlett-Packard Holland America Line Lifetime Television Majestic America Line Marvel Entertainment McDonald's Microsoft Corp Miramax Pictures Museum of Broadcast Comm. National Geographic Channel National Recycling Coalition NYSERDA PBS & PBS Kids Portalis Wines Raddison Seven Seas Cruises Rainbow Media Red Bull Seattle Art Museum Smart Museum of Art Smithsonian Institute, National Museum of the American Indian Starbucks Coffee Company Swedish Medical Center TIAA-CREF The Field Museum The North Face The Textile Museum T-Mobile TMX Aerospace TSL Jewellery Unilever Warner Brothers Pictures Zipper Interactive</p>	<p>communication and engagement channels for brands. Worked extensively on new business pitches, leading to several wins.</p> <p>Representative Clients:</p> <p>The North Face: concepting, experience design and production management on many campaigns; winner of two Effie awards in 2008.</p> <p>Exclusive Resorts: long term interactive strategy & creative leadership for website & campaigns. Effie Finalist 2007</p> <p>Microsoft: concepting, experience design and interactive creative direction for websites and integrated campaigns.</p> <p>McDonald's: interactive creative direction and experience design for online components ontegrated and standalone campaigns.</p> <p>Exec. Producer & Co-Creative Director Peel Interactive January 2003 — June 2006 Concepted and produced a wide range of cutting edge interactive creative projects. Served as a creative & strategic lead in partnership with the Exec. Creative Director and Interactive Director. Lead a wide range of projects, writing concepts, pitching and selling them to new and existing clients, and guiding concepts through implementation. Served a leading role in business development and early stage strategic planning, helping to grow agency businesby 50% per year. Representative Clients: PBS & PBS Kids—lead creative & strategy for a wide range of interactive campaigns. Projects ranged from rich media banners to putting cameras on cows and creating a buzz campaign around the content. Cable in the Classroom—lead creative and strategy in the development of an immersive educational game. Webby Finalist 2006 Starbucks Coffee—concept development, experience design, motion direction and strategy on a range of entertainment focussed projects.</p> <p>Creative Director, Technologist and New Media Consultant HavocStudio LLC October 1999 — January 2003 Cofounded a small interactive shop. Led creative direction and flash development.</p> <p>Interactive Designer Aris Consulting July 2000 — July 2001</p> <p>Marketing Program Manager Earthday Network January - June 2000</p> <p>Events & Online Marketing Consultant Earth Communications Office September 1998 — September 1999</p>