

BRENT DAKIS
Holistic Creative Arts Manager

**CURRICULUM VITAE &
DESIGN PORTFOLIO**



Name: Brent Dakis
Occupation: Holistic Creative Arts Manager
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Phone: 0481 136 334
Email: brentdakis@pm.me
Current Role: Communication & Design Manager
Role Duration: 5 years, current.

Personal Overview



My name is Brent Dakis, and I am a seasoned creative with over 20 years combined industry experience in managing and coordinating Community Arts Initiatives, Gallery Curation & Ownership, Graphic Design, Operations Management, and Large-scale Event Coordination. I pride myself on holding a highly effective and complementary set of broad spectrum of skills and knowledge which have allowed me to excel in the professional environments I have applied myself to.

In my current role at Fleming's Nurseries, I have put my range of skills to use across several facets of the business - improving and streamlining internal processes while furthering the brand's Public facing presence. Now, however, after 5 years I find myself seeking more engaging, wider reaching work that pushes me to expand my skills further. I feel that the Public Art Officer role currently open with Casey would be something I excel in.



My Philosophy

Anyone who stops learning is old, whether at twenty or eighty. Anyone who keeps learning stays young. The greatest thing in life is to keep your mind young.” — Henry Ford

I am a person who loves challenges. I love to be pushed, to learn, to grow, and excel at whatever it is I task myself with.

My personality heavily guides me toward throwing myself at a task with 150% of my focus and energy to ensure that it is not only achieved, but that in the process I roll more skills into my tool belt for future use.

While I am a very visual person, I am also keenly interested in systems and operations - I seek out optimization and new ways to undertake tired, lazy processes. I am highly driven, and thrive in high pressure environments.

I am a firm believer that art takes one of the greatest roles in the lives of those in our society, whether they realise it or not. It is the quiet achiever that finds its way into most moments of a person's day, and at the same time is the last bastion of true creativity that tethers us to our history, to each other, and to a sense of belonging.



The Confectionery - Retail Space

Entire Brand Package

(Branding, Website, Shop fitting, Signage, Packaging)

Skills & Strengths

I feel one of my strongest strengths is the diversity of them; over the course of my professional career I have developed skills that range vastly, and as such have provided a very unique benefit to whatever role I am put to task in. Being a creative person first and foremost, who additionally has strong knowledge in business management, organisation & systems management, communication & interpersonal skills, IT support, and more, has meant that I often provide more to a business than what my initial role demands. I actively seek ways to optimise and improve where I can.

Personal Skills

- Fantastic interpersonal & customer relations skills.
- Adaptable - not only able to learn new skills quickly, but thrive on doing so.
- Clear, confident communicator.
- Diplomatic, pragmatic, and empathetic.
- Highly self-motivated.
- Organised, efficient, and actively seek to improve myself, and the environment around me.

Design & Communication Skills:

- Tertiary qualifications in Graphic Design [Certificate IV in Design]
- Finished, practicing Artist
- Self employed Designer for 20 years.
- Multi-disciplinary skills [Design, Marketing, Communication, Photography, Videography, Systems & optimisation, Coding]
- Strong knowledge of pre-press processes & hands-on experience in delivery of print and digital media.
- Strong time management skills.
- Exceptional multitasking skills.
- Skilled in prioritising assignments and delegating tasks to meet deadlines.
- Highly proficient in Adobe Creative Suite and other design platforms.
- Meticulous attention to detail.
- Thrive and enjoy under tight deadlines and pressure. Keen understanding of industry best practices.
- A collaborative team player.

Industry & Management Skills

Alongside my diverse practical skills, I have had a wide range of experience in various environments, ranging from retail, community, events management & corporate. Throughout these spaces I have:

- Held positions requiring strong communication and direction to produce deliverables and effective communication pieces in both print and digital environments for a wide range of clients.
- Developed and delivered large scale campaign artworks and assets in line with specific business needs.
- Managed, guided, and advised team members in both the creative process and client management to foster stronger working relationships.
- Supervised team members, overseen and coached junior members in creative process and best practices to ensure on-time and on-budget delivery of projects.
- Collaborated internally within various sizes and formats of business structure, as well as with a wide array of clients, to conceptualise and execute creative solutions that can be translated across various media platforms.
- Lead and produced accurate price estimates and breakdowns while delivering powerful, impactful, and effective solutions within budget.
- Personally undertaken lead design of marketing communication pieces that retain consistent theme development and brand uniformity.
- Managed and maintained the production of all print and digital pieces from conception right through to delivery.
- Fostered positive, lasting relationships with leading industry suppliers, industrial printers, developers, and other key industry contacts.
- Process and approve supplier invoices as needed (creative stock imagery, copy writing, external support)
- Creatively sought out new practices and opportunities that help maintain a cutting edge within the communication space.
- Made a point to provide accurate pricing/hours required for tasks and meet client budgets.



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SCAN ME TO HAVE YOUR SAY
OR VISIT [HTTP://CHIDOMA.INSTITUTE](http://chidoma.institute)

CHIDOMA INSTITUTE IS A CONCEPTUAL YOUTH CENTRIC ARTS COLLECTIVE THAT ASPIRES TO BECOME A HUB FOR CREATIVITY IN THE BURGESS ROAD SEA CREEK AREA. CHIDOMA WILL BE A FOUR-DIMENSIONAL COLLECTIVE OF ASPIRING ARTISTS & YOUNG PRACTISING PROFESSIONALS THAT WILL CURATE & HOST:

- * MODALITY SPECIFIC ART COURSES
- * ONE OFF WORKSHOPS
- * COLLECTIVE STUDIO SPACE
- * INDUSTRY PROFESSIONAL SPEAKERS
- * COLLECTIVE EXHIBITIONS & MORE

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HILLTOP MUSIC FESTIVAL

CORHANWARRABUL
Corhanwarrabul is the land of the Dandenong Ranges. Here, amongst the temperate rainforest grows the tallest flowering plant in the world, Eucalyptus regnans; the Mountain Ash tree. We acknowledge the Wai-Wurung Wurundjei people as the traditional custodians of country, where we live, learn and come together as community.

TICKETS:
STUDENTS \$5
ADULTS \$10

SEPTEMBER / SUNDAY
10

OLINDA COMMUNITY HOUSE
12:00PM - 7:30PM

FEATURING PERFORMANCES BY
MONBULK COLLEGE MUSIC COMMUNITY
AND SPECIAL GUESTS
LILY AND KING
DAVE LARKIN
AL MACINNES
AND MANY MORE!

- + INDOOR & OUTDOOR STAGE
- + HOT FOOD, DEVONSHIRE TEA AND CAKES
- + COFFEE VAN & BUBBLE TEA
- + CHILL OUT ZONE, FIRE PIT, GLITTERBAR & AIRBRUSH TATTOOS
- + SILENT AUCTION AND AWESOME RAFFLE PRIZES TO BE WON
- + FESTIVAL MERCH & VINTAGE/SECOND HAND CLOTHING STALL

TICKETS AND MERCH ON SALE VIA HUMANITIX. STAY TUNED FOR FURTHER ANNOUNCEMENTS.

FESTIVE TRIBE | **mercury** | *Cole Clark*



Experience & Work History

Fleming's Group

Communications & Design Manager, Photographer, Videographer

January 2019 -

Present

Core responsibilities at Fleming's Group include:

Brand development & growth:

- Physical & digital integration of Birdwood Nursery (QLD), and Habbitude (Fleming's Landscapes) into the Fleming's Group, from POS signage, vehicle branding, style guides, social presence etc..
- Led brand strategy initiatives, aligning marketing efforts with corporate objectives to strengthen Fleming's brand identity.
- Conducted market research and analysis to identify emerging trends and opportunities for brand expansion within the B2B space.
- Oversaw the implementation of brand guidelines to maintain visual and messaging coherence across all communications.

Marketing & media:

- Overseeing Fleming's website production (3 years), and integration to Adempiere.
- Execute integrated marketing campaigns across digital and traditional channels.
- Manage advertising budgets and optimised media placements to maximize ROI.
- Co-ordination of Fleming's event promotions, POS installations, bump-in & bump-out management.

Print & Digital Content generation:

- Production of all printed marketing materia for all Fleming's Group campaigns. Extensive breadth of projects, including large scale print publications (300+ page productions), targeted product and promotional books (Top10® & Pick of the Crop® Trees guide, Urban Tree Guide), quarterly newsletters, handouts, press releases, sales promotions, stock lists, any other required promotional materials, ensuring consistent messaging across all channels.
- Development of editorial content for print and digital platforms, enhancing brand visibility and engagement.
- Weekly stock list creation and distribution to Victoria and QLD client bases.
- Weekly management of all business arms (VIC, QLD, Landscapes) content and scheduling.

[Fleming's Publications](#)



Photography & Videography:

- Directed photo and video shoots, ensuring high-quality visual assets aligned with brand aesthetics and campaign objectives.
- Edited and produced multimedia content for various marketing initiatives, including social media, website, and promotional materials.
- Consistent capture of nursery environment, workers in context, tree and shrub product photography (studio & environment), landscapes projects.

Administration

- Development of holistic product management spreadsheet - streamlining a several staff long process (2-3 days) into a single actionable process for the design department (2-3 hours).
- Development of Design Archives and file management systems.
- Design department request submissions portal, timelines and guidelines for project requests.
- Label stocktake & ordering system, design & delivery of all labels for VIC and QLD
- IT support to full company, including digital media portals, email signatures, general IT support for office staff

Mercury Creative Design

Founder & Creative Director

April 2004 - Present

Business launched in 2004, since that time core responsibilities and achievements have included:

Website design & management:

Several custom websites for clients, including Air B&B businesses, cafe's, large events, as well as Fleming's current website. Have held a focus on user experience and aesthetic appeal.

Branding:

Crafted dozens of comprehensive branding strategies, including logo design, brand identity development, and brand guidelines.

Print Design:

Produced impactful physical publications, retail signage, magazines and booklets, large scale production of plant labels, band posters, and promotional materials for music festivals both community based and commercial, ensuring alignment with client visions and event themes.

Complete Branding Packages:

Delivered end-to-end branding solutions covering everything from initial concept to final implementation across various mediums.

Retail Interior Design & Visual Merchandising:

Production of concept and implementation of retail interior spaces that enhance customer experience and brand image.

Photography & Videography:

Production of high-quality photographs and videos.

[Website & Folio](#)



The End of the Line, Community Arts & Culture Festival

Event Coordinator & Communication Design

November 2011 -

December 2014

End of the Line Festival was a successful, cross-medium, annual arts festival that took place in Belgrave, VIC. The inaugural concept and event was organised by Brent Dakis, CJ Baxter, and Josh Collings in 2011.

Operations Manager:

- Development of all data management platforms and analysis.
- Development of all online submission platforms.
- Public liaison for artists and community groups.
- Liaison for venues and retail spaces within the township.
- Council liaison and development of safety plans and traffic management documentation.

Visual Arts Coordinator:

- Managed the development, installation & curation of 30+ group & solo art exhibitions within the township.

Graphic Designer:

- Continued development and updating of all EOTL branding.
- Website updates, artist profiles.
- Design of all print advertising and program.
- Distribution of all print advertising across Melbourne.

[Promotional Video](#)



2013's attendance was over 10,000. 70+ bands playing across 5 stages throughout the township, 40+ curated art exhibitions lined shop walls, public toilet doors, alleyways and public spaces. Roving street performers and a makers market with more than 80 stalls filled the town's main car park. 2015 was the last running of End of the Line Festival and saw over 15,000 attendees.

Core responsibilities during time with Time-lapse Company included:

Subcontractor team manager:

- Management of subcontractor teams across all states of Australia for installations, decommissions and maintenance.
- Coordination of installation dates, routine & emergency maintenance, SWMS, site contacts,
- On call support for the execution of installations, maintenance or decommissions.

Client communications:

- Primary contact for all existing projects and clients of both private and government sectors.
- Provide regular updates and communication on current projects, scheduled maintenance and camera functionality.
- Artistic suggestions throughout project, including additional cameras or ad-hoc for certain project milestones.
- General customer care and relationship development.

Remote management of all national time-lapse cameras:

- Remote Time-lapse Unit maintenance of 70+ cameras across Australia.
- Troubleshooting, quality control of footage, installation and decommission of long, medium and short term projects.

Development of project proposals:

- Project site visits & photography reccies across all states to determine best installation positions, capture plans, and duration to achieve optimal project coverage and final production.
- Installation analysis & solution development (specific to site requirements or restrictions).
- SWMS assessments and development.

Stock management:

- Management of all hardware (in-field & warehouse) and stock ordering.
- Stock tracking & development of management platforms.
- Hardware maintenance schedules for in-the-field hardware.
- Shipping of parts to installers across each state.
- Liaising with suppliers for custom made machinery, installation mechanics & camera hardware.

References

PROFESSIONAL REFERENCES

Anita Myres

Fleming's Nurseries (2019-2023)

0425 762 592

Jessica Brown

General Sales Manager

Fleming's Nurseries (2020-2023)

0450 106 105

Kathleen Snowball

Owner - The Skylark Room (2016 - 2018)

End of the Line Festival Coordinator (2012-2014)

0401 097 971

PERSONAL REFERENCES

Jeff Springfield

Cardinia Council

0413 083 863

Ben Phillips

Buckley & Phillips

0421 827 714

Karen Taylor

Integration Officer

0490 178 684

Shiree Kay

One Agency

0404 574 050

Education

Victorian College of the Arts

Bachelor of Fine Arts - BFA, Print Making,

2008 - 2010

Monash University

Interior Architecture,

2007 - 2008

Yarra Valley Grammar

Certificate IV in Design,

2005 - 2006