



Sharon Emanuel-Comello

Creative Director

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Sydney, Australia

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EDUCATION

MA in Digital Media
2005 - 2006

Certificate in Television Production
2002 - 2004

BA Psychology, Computer Application
& Modern English Literature
1999 - 2002

Diploma in Fashion Design
1998 - 2000

SHORT COURSES

Several!

*Always looking to learn & grow!
If requested, I will be happy to
present my many certificates.*

SKILLS

- Art Direction
- Branding
- Business Development
- Online & Offline Marketing
- Project Planning & Management
- Social Media Marketing

PROFILE

Experienced Creative Director with an uber creative streak, an artistic flair and a demonstrated history of working in the online media industry. Experienced in Strategic Vision, Design Conceptualisation, Advertising, Writing, and Video Production. Strong account and project management professional with a Master's degree focused in Digital Communication, Marketing and Multimedia from London Metropolitan University.

WORK EXPERIENCE

CREATIVE DIRECTOR

*Cassixcom Enterprises | Marketing Agency | Hyderabad, India |
2018 - Current*

- Managed multiple client accounts across varied industries.
- Headed the Creative, Copy, Production & Digital Teams
- Conducted Social media campaigns - paid & organic
- Conceptualise Design for UI & Direction for UX
- Art Direction for Brands
- Strategy for Digital Marketing
- Conducted integrated Campaigns
- Content creation - written & video/visual
- Business Development / Client interaction & presentation
- Responsible for the training and development of the team.

Special Achievements:

- Grew the portfolio of the company

CO-FOUNDER & CREATIVE DIRECTOR

*The Art Academy | Music & Art Institute | Hyderabad, India |
2016 - 2020*

- Responsible for the overall growth & development of the business.
- Conducted events and productions.
- Managed Social media marketing - paid & organic
- Online Reputation Management (ORM)
- Liaised with free-lancers & marketing agencies.
- Developed an eCommerce website.
- Completed Brand creation from logo to interiors.

Special Achievements:

- Participated in Art Exhibitions that were featured in the state newspaper.
- Invited to judge several Art competitions at established institutes.

SKILLS

- Copy Writing
- Content Creation
- SEO Marketing
- Story Boarding / Sketching
- Drawing & Painting
- Video Production
- Leadership Experience
- Communication Skills
- Organisation Know-how
- Problem Solving Abilities
- Innovative & Creative Thinking

INTERNSHIPS & VOLUNTEER WORK

VIDEO PRODUCTION

Aboriginal Catholic Centre, Emerton / Sydney, Australia / October, 2011

Created a 5 minute video on the opening of the Aboriginal Catholic Centre, Emerton for CatholicCare. The video was broadcasted to all Catholic churches in the Parramatta Diocese during Sunday mass.

VIDEO PRODUCTION ASSISTANT (INTERN)

Gaborone Broadcasting Corporation/ Television Broadcasting/ Gaborone, Botswana, Africa / 2004 – 3 months

VIDEO PRODUCTION INTERN

The Video Lab / Johannesburg, South Africa / October, 2003

VIDEO PRODUCTION INTERN

Urban Brew Productions/ Johannesburg, South Africa / October, 2002

WORK EXPERIENCE

SALES & MARKETING MANAGER

Radiant Enterprise / Manufacturing / Sydney, Australia / 2013 – 2016

- Responsible for the sales team
- Maintaining the sales budget
- Design & Development of the company website & marketing collateral
- Client presentations
- Negotiating Contracts

Special Achievements:

- Awarded the company's largest contract in its history.

MARKETING MANAGER

Sydney Technical Institute / Training College / Sydney, Australia / 2009 – 2012

- Create a brand identity & branding kit
- Identify & forging marketing opportunities – overseas & locally
- Creating content & manage production for media – radio, online, newspapers, magazines and brochures
- Product & Visual Merchandising
- Organise Promotional Exhibitions / Expos & Networking events
- Customer Service and utilise CRM system
- Business Development Activities
- Google Ad campaigns & Analytics
- Conducted Social Media Campaigns – Paid & Organic
- Work with the sales team to help market based on sales requirements

MARKETING EXECUTIVE

Sydney Technical Institute / Training College / Sydney, Australia / 2008 – 2009

- Coordinated with management
- Designed & Developed company website with external resources
- Liaised with the sales team to target different sales channels
- Created Google AdWords and Report on Analysis
- Set-up and manage Social Media accounts
- Coordinating with overseas suppliers and web developers

PROFESSIONAL REFERENCES

Happy to share on request.