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**Career objective:** Marketing and event management with creativity, innovation, style and prosperity.

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**Summary:**

I was a founder and senior Account Director of youth marketing and communications agency The Taboo Group (Australia) an independent marketing agency specialising in non traditional media and youth culture which has been successful for 10 + years offices in Sydney and Melbourne. I was independently responsible for launching the Sydney office and was Managing Director for six years beginning in 2002. Returning to the head office in Melbourne in 2007 for a very successful past three years before moving overseas for travel and based in the UK for some time in 2010. I am perceived to be a vibrant, energetic and highly enthusiastic individual with strong organisational skills and a flair for life, in particular communications and events.

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**Skills and Competencies:**

- 10 years marketing experience managing global and lifestyle brands.
- Proven ability to develop strategic and integrated marketing and communication plans utilising above and below the line approaches across multi channel distribution platforms.
- Demonstrated success in event management, brand management, product launches, brand launches and managing corporate sponsorships.
- Ability to manage budgets and maximize effectiveness.
- Prepared and presented competitive analysis and market research to effectively segment and understand existing and potential markets.
- Managed medium sized advertising/ marketing budgets of up to \$600 000 Australian dollars.
- Developed presented and produced creative strategy for a myriad of lifestyle brands specifically targeting the Gen Y market.
- Produced and managed many branded and broadcasted events, the largest attended by over 50 000 people.
- Highly motivated and resourceful.
- Effective communicator and creative thinker.

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**Employment History:**

**Rooftop Cinema**  
**Queen of Hoxton – Shoreditch (UK)**  
**Sponsorship Coordinator (June – Sept 2011)**

For the brief time I was in London I was given the task of finding business partners for sponsorship of a brand new start up business, a rooftop cinema based in the heart of trendy Shoreditch. Over the three months that I was there I was able to secure American Express as a headline sponsor for the next 24 months along with various other partners such as Absolute Radio, Dissarono and other screen advertisers to bring to life through activation and experiential marketing a new and exiting outdoor cinema experience. I was responsible for all client pitches, contract negotiation and liaison for which the cinema needed to survive as a small and new business.

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## Employment History (cont'd):

### **The Taboo Group PTY LTD**

#### **Account and Events Director, Business Development**

2000 – 2010

Sydney and Melbourne

[www.taboo.com.au](http://www.taboo.com.au)

During my ten years with The Taboo Group I have been instrumental in the development and success of the company. As a founder of the Group I have worked in every level of the business from team management responsibilities to administration. I have worked on both client side and creative side. I have built and trained sales teams, run road trips of up to 20 crew, developed commercial partners and sponsors, expanded promotional activity into below the line or "guerrilla marketing" which evolved into mainstream media. I have hosted presentations, produced PR campaigns, brainstormed creative strategy, run national campaigns from client pitch to bump out, implemented production of many creative projects, run and worked much sampling and promotional activity, produced and hosted many spectacular events, managed media, represented through public speaking, broken Guinness world records and generally directed the day to day running of the communications business.

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### **Taboo Group Clientele:**

- |                           |                         |
|---------------------------|-------------------------|
| • National Australia Bank | • Sony BMG              |
| • Fosters – Nelson Beer   | • One Love              |
| • Cadbury                 | • Mercedes – Barloworld |
| • Chupa Chups             | • Time Inc Publications |
| • Universal Music         | • Moonlight Cinemas     |
| • Sensis – Whereis        | • Quickflix             |
| • EMI Music               | • Cosmax                |
| • Virgin Money            | • Telstra               |
| • I River (MP3) / Pentax  |                         |

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### **Case Study:**

**Fosters:** One of our major clients at Taboo was alcohol corporation - Fosters. During the 3 years that I worked with them as brand manager for- Nelson Beer ([www.nelsonbeer.com.au](http://www.nelsonbeer.com.au)) we achieved huge success within the Gen Y market nationally. Here was a liquid handed to Taboo with nothing more than a brief entailing a Gen Y market takeover. We were awarded the account after tender against two other leading agencies in Australia. I was responsible for managing everything from packaging design to national distribution. Over the 3 years I held a lot of industry events for a myriad of boutique bars, restaurant and Gallery owners in Melbourne and Sydney. I worked across every level of the brand including web design and social media strategy, PR and events, POS, design ambassador and talent management, sales and distribution. Some of my most creative work was executed when building the Nelson beer from the ground up. Nelson beer received over \$400 000 dollars worth of online PR before it had even launched and received an international packaging design award (PENT Awards) in Brussels. Sales projections were exceeded within the first month of hitting the shelves.

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**Case Study:**

**NAB (National Australia Bank):** Over the last three years I was the account manager for NAB within Taboo. Their primary focus was youth orientated sponsorship programmes to boost their brand within the youth segment with an ultimate goal of acquiring acquisitions. Over the three years I worked closely with NAB to develop their first time national Moonlight Cinema sponsorship program. These campaigns were held for three months over each summer nationally. It involved highly creative promotion and activation at the Moonlight cinema events resulting with huge success in brand recall. NAB have continued their sponsorship with Moonlight ever since. Another major project was acquiring new accounts during 'O Week' (orientation week) at Universities around the country. Our main goal was to acquire new accounts using creative promotional tactics with a goal to acquiring 1000 accounts above the average baseline. This was a national campaign run simultaneously over a 2week period. Over 3000 accounts were opened in our first year as their "O week" agency. Budgets have been raised each year towards this project since Taboo was on board. (see [www.taboo.com.au](http://www.taboo.com.au)) I have also worked on various other projects with NAB including web design for their winter sports sponsorships ([www.nab.com.au/moments](http://www.nab.com.au/moments)) and promotion of their individual events such as the NAB Dreams Festival that involved an online, guerrilla and experiential strategy to promote the event. Over 50 000 people attended the event.

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**Case Study:**

**Chupa Chups (Cadbury):** Taboo was awarded the account with Cadbury after disappointing sales in the Gen Y market. Our brief was to drive Chupa Chups as a youth brand, improve the brand attributes as "cool" and increase the target audience frequency of consumption. Here we delved into the world of social media and created a huge online presence for the brand. Sites such as [www.lifelessserious.com.au](http://www.lifelessserious.com.au) and [www.gotchucked.com](http://www.gotchucked.com) were developed using materials from previous European campaigns. The response was hugely successful and allowed for great brand tracking. We were pitched to be a major sponsor of the MTV awards in 2009 producing some very creative executions live on the red carpet using some of Australia's best up and coming talent in the new media world. <http://www.youtube.com/watch?v=RUIVxMmLJtg>.

The next brief was to celebrate Chupa Chups 50<sup>th</sup> birthday nationally around Australia. Here we created a series of integrated events including a street festival in Melbourne held in ACDC Lane and live street art installations around the country. The street festival attracted over 3000 people and had over ten live acts playing through out the day. We received much press on all the activation ranging from TV to radio. Consequently Chupa Chups sales have increased over 50% in the youth segment in Australia during this time.

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**Employment history:****PI Advertising – Sales Manager**

1999

Head Office - High Street Kensington – London UK

As one of none that was accepted into the company without an interview through chance meeting of the director, I was thrown into a new world of sales and direct marketing. Eager to please I aimed high and consequently three weeks later was promoted to a sales manager after spectacular sales results. In my hardboiled year in London I was a pivotal member of the PI Gang, in which time I conducted morning motivational meetings, trained and managed sales teams, created new managers under my construction and earned commissions of up to 900 pounds per week.

Contact: Manager - Zoe Leveque - +44 7551 082 708

**Tryst – head bar manager**

1998

3 Wilson St South Yarra VIC 3141, Australia

Contact: Lincoln Bridge

+61 (0) 424 370 025

**La La Land - bar tender**

1998

34 Chapel Street, Windsor, Melbourne, Australia

+61 (0) 3 9533 8972

Contact Kerry: TBC

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**Education:****Monash University**

2000 - 2004

Bachelor of Marketing and Communications  
Caulfield, Melbourne.

**Photography Studies College**

1998

Diploma of Photography  
South Bank, Melbourne.

**Geelong Grammar School**

1994 – 1998

Boarding, Geelong Victoria.

Victorian Certificate of Education

Scoring 89.5

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**Achievements:**

- Winner of Gold 2009 PENT Awards (packaging design awards in Brussels for Nelson Beer a Fosters product, I was brand manager and responsible for commissioning the designs.
- Events Director of Chupa Chups Laneway Festival (4000 people) 2009
- Absolut 15 – developed a sponsored event for Charity in conjunction with Absolute vodka, the second event was named “Party of the Year” by Sydney Morning Herald 2008.
- Youth Marketing Conference - Melbourne guest speaker 2006.
- Hosted Networx Conference Sydney guest Speaker 2006.
- Guinness World Record for Universal Music Project – “World's biggest pair of underpants” 2005.
- PR training course – RMIT 2008.
- Life Line phone councillor 2000.
- School Prefect 1998.
- Australian Champion coxswain 1998.
- Head of the River winning crew 1998.

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**Other skills:**

- Photography - shooting and production, digital and film. Film editing.
- Competent in Word, Excel, Powerpoint, Photoshop, imovie, Keynote and Omnigraffle to name a few.
- Responsible Service of Alcohol Certificate.
- VIC full drivers licence.

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**Hobbies:**

Reading, writing, (have published articles for Vice Magazine, Two and Three Thousand and the Now Now blog to name a few).

Music, my favourite past time, I love almost everything and who doesn't love a good festival.

Fashion – have assisted via casting and styling various fashion shoots, one major one for Polaroid sunglasses and helped produced various campaigns for Sydney agency “Six Wolves”.

Travel, 16 countries under the belt so far.

Member of the Victoria Racing Club.

Scuba Diving – completed level 5 scuba diving licence.

Socialising – love the people.

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**Referees:**

Andrew Mackinnon  
Director - The Taboo Group  
Melbourne  
+61 (0) 414 982 272

Simon O'Connor  
Sponsorship - National Australia Bank (Client)  
Melbourne+61 (0) 437 178 286

James Young  
Director - Cherry Rock Records  
Melbourne  
+61 (0) 413 130 007

Simone Smith  
Account Director - Sony BMG  
Sydney  
+61 (0) 417 310 970

Gerry Cottle Junior  
Rooftop Cinema – Queen of Hoxton (UK)  
+447747 703 232

Written references available upon request.

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THANK YOU FOR READING!!

