

Contact

www.linkedin.com/in/daniel-abrahams (LinkedIn)
hustlr.com.au (Company)

Top Skills

FMCG
Marketing Strategy
Advertising

Daniel Abrahams

Here to write. If it goes viral, it's not because of me. It's because it's true.

Sydney

Summary

Daniel Abrahams is a writer, publisher, speaker and founder of Hustlr, a modern-day digital media agency servicing clients from its Sydney office.

Daniel publishes first on LinkedIn. Hit the "Follow" button to join the stream.

(Booking Enquiries: Please contact: info@hustlr.com.au)

About Me:

✍️ I'm a writer, artist, and father of three. I've been seeking balance in my life since I started my career over 25 years ago. I started my own digital agency in 2018 to build the working culture I always wanted. Today, is the happiest day of my life.

✍️ At school, I found beauty in maths and art. I graduated university in 1998 with degrees in marketing and law. I've worked as both a lawyer and marketer but I'm significantly more dangerous at a computer than the bar table. These days, I speak to lawyers about marketing.

✍️ I run a modern-day digital agency working with a few select businesses. I've worked with media companies like Facebook, Google, Amazon and Twitter.

Agency: hustlr.com.au
Sydney, Australia

Experience

Hustlr Agency
CEO

December 2018 - Present (1 year 9 months)

Sydney, Australia

Modern-day creative, strategy and media agency.

Ai-Media

5 years

Chief Operating Officer

January 2015 - December 2018 (4 years)

Sydney, Australia

General Manager - Sales & Marketing

January 2014 - January 2015 (1 year 1 month)

Sydney, Australia

Vittoria Food & Beverage

General Manager - Sales, Marketing and Legal Counsel

May 2004 - January 2014 (9 years 9 months)

Sydney

Vittoria Food & Beverage is a third-generation family business and market leaders in pure coffee in Australia selling approximately 1.6 million cups of coffee every day. The company has a strong entrepreneurial culture, family values and an enviable brand portfolio including Vittoria Coffee, Santa Vittoria mineral water and Jarlsberg cheese.

I was responsible for meeting sales and net margin objectives for the supermarket channel for Australia and New Zealand managing retail account and marketing teams setting direction and strategic plans for all brands and accounts.

My role extended to management of the legal areas of the business covering contractual disputes, trademarks and IP, litigation, distribution agreements and general counsel.

Moss Krouk & Associates

Solicitor

March 2003 - May 2004 (1 year 3 months)

Sydney

Worked as associate lawyer on commercial leases, litigation, wills, probate, family law and conveyancing matters.

Rivkin Report

Marketing Manager

February 1999 - February 2001 (2 years 1 month)

Sydney

Successfully grew the subscriber base for the popular stockmarket newsletter by creating and implementing a strategic marketing plan focusing on target market segmentation, driving awareness and utilisation of traditional and online media.

Education

UNSW

BCom LLB, Commerce (Marketing), Law · (1994 - 1998)

Sydney Boys High School

Higher School Certificate, TER 99.65 · (1988 - 1993)