

MATILDA STORY

CREATIVE MANAGER, DIGITAL

- FAST-FASHION RETAILERS
- PREMIUM HEALTH & BEAUTY BRANDS
- START-UPS & GLOBAL EXPANSIONS



Career-defining Brands: **BoHo, Sand Cloud, David Jones, Lanolips, Adornmonde, elle zeitoune and others**
Market Insights: **Australia & United States of America**

Pioneering, Digital Strategist and Content Producer, enabling fast-moving start-ups, global fast-fashion empires, and premium health and beauty brands to scale operations—through expanding into new cross-border markets, growing brand awareness, and differentiating themselves in saturated markets. Known for unique ability to sell "community" through visual storytelling.

Individualistic, Creative Director and "Modern-Day Pied Piper," powering all aspects of brand strategy/execution, special events, product launches, front-end website design/maintenance, and technology (videography, photography, and editing) —and high-ROI digital marketing campaigns (YouTube, TikTok, Twitter, Facebook, and Instagram).

“*Matilda brings a creative nous to the table that can't be put into words. A creative GENIUS! —Rachel, CEO, BoHo*
Not only is Matilda extremely talented technically and creatively but manages high-pressure situations with a positive nature that is infectious to those around her. —Beverly, Creative Executive, BoHo”

VALUE OFFERING

Digital Video Recording & Editing – Brand & Reputation Building – Campaign Execution – Quality, Client-centric Content
Content Strategy, Delivery & Analysis – Visual Communication & Storytelling – Audience Engagement & Community Building
Storyboard Creation – Social & Cultural Channel Trends & Insights – Multi-platform Media Management – B2B & B2C Design
Revenue & Audience Growth Plans – Product Promotion – Cutting-edge Technologies – Fast-paced & Ever-changing Settings

AUDIENCE & ENGAGEMENT GROWTH: Directed brand strategies that enabled the global fast-fashion empire—BoHo—to raise revenue 20%+, boost call-to-action from email-based campaigns 20%, and grow social media audience 3M—across 100 countries.

MULTI-PLATFORM MEDIA MANAGEMENT: Created # top Google ranking 6- and 15-second YouTube campaigns and Facebook featured "best ad example." More than doubled conversion from email-based campaigns, boosting sales 20% across 10K audience.

REVENUE GROWTH: Tripled sales for Sand Cloud's Boho towel after capturing a high-converting image. Grew sales for Sand Cloud's Antibacterial Workout Towel across Australia and the US by 15% after leading a compelling post-launch digital campaign.

CREATIVE CAREER-IN-ACTION

SAND CLOUD | SYDNEY, NSW | 2020–CURRENT

Australia's # 1 sand-free beach towel company.

CREATIVE MANAGER (2021–CURRENT) | CONTENT PRODUCER (SEP TO DEC 2020)

Leveraged a unique blend of modern marketing strategies, industry secrets, strong technical ability, and tried-and-true tactical staples—to maximise impact for high-stakes, show-stopping creatives.

Creative Direction & Strategy – Brand Awareness & Relevance – Global Growth – Digital Campaigns – Multi-channel Platforms

Initially handpicked by CEO of fast-growing, Australian-owned beach towel start-up to lead content production—and fast-tracked into Creative Manager role in 12 weeks—to scale sales, revenue, audience reach and multi-channel brand awareness (Instagram, Facebook, and YouTube). Empowered Sand Cloud with creative direction/framework and differentiation to break into new markets and build an iconic worldwide brand. Lead the entire creative brand strategy (engagement, conversion, brand reputation and promotion) for each digital campaign along with front-end website upkeep and direct email marketing.

Soaring above the best to provide the best. As Custodian of the Sand Cloud brand, I serve as the creative "North Star" to interpret the creative brief—and transform that into powerful and innovative digital solutions—and the benchmark of creative quality.

Highlights & Impact:

Grew market reach—across the AU and US markets—for Sand Cloud's new Antibacterial Workout Towel as the driving force behind the post-launch digital campaign. Planned and executed brand strategy involving project oversight, diverse ethnicity representation, makeup and styling direction, filming, editing and collaboration among the broader promotions team.

Led technical elements of campaign on location and event shoots consistent with Sand Cloud's signature style and campaign goals—creating high-ROI, captivating social media ads (Facebook and Instagram)—and website imagery/content.

The post-launch campaign boasted more than 200K views on Facebook and realised an additional 15% in incremental sales.

Tripled sales for Sand Cloud's Boho towel after conceptualising—and capturing—a new high-converting product image for the website. As photographer and project lead, directed all aspects of model selection (diverse ethnicity), makeup and styling direction (8 different looks from morning through to sunset), location, image capture, and editing.

New images triggered deep consumer connections by focussing on benefit visualisation, image quality, size, and colour palette.

As Visual Brand Curator, led brand direction, integrated digital campaigns and brand experiences (many company firsts) for a range of company products, initiatives, and launches, including a Product Lookbook, Sand Cloud's first TV ad, community campaign with Surf Life Saving NSW and much more. Maximised focus on marketing effectiveness and media investment.

Maintained style consistency across all campaigns/launches, producing multiple cut/style variations for launches and creating 15-second brand awareness bumper ads for Facebook and Instagram. Also pioneered explanatory/informative videos demonstrating product features/uses—boasting high-ROI conversion for new customer awareness, relevance and acquisition.

Tapped into large, highly engaged audiences of right-fit, micro-and nano-influencers in the US to expand brand reach into new audiences—despite tight budget and deadline. Armed influencers with content guidelines/plans to maximise success.

Produced a series of on-brand, authentic and engaging videos, images, and social media ad content—to engage, hook and win—new buyers for Sand Cloud. Tactically included 5-star product reviews and brand endorsements (Business insider, Travel+Leisure, Vogue, Lonely Planet) within campaigns to influence "lookers into buyers and brand ambassadors."

Strategised, designed and launched engaging content/artwork for promotional material across multiple communication channels, touchpoints, and platforms. Also monitored campaign success—and managed edits to maximise overall impact.

Special Events & Launches:

CHRISTMAS CAMPAIGN: Leveraged 2020's \$55B Christmas retail/holiday period, launching multiple seasonal Facebook ads.

NEW WEBSITE BANNER: New-look banner and content overlay increased revenue by 25% on the previous year.

PRODUCT LOOKBOOK: Introduced product lookbook to company website featuring on-brand digital imagery and storytelling.

TV ADVERTISING: Increased audience after leading the creative direction and launching Sand Cloud's first TV ad in Australia.

WATER SAFETY AWARENESS CAMPAIGN: Raised brand recognition —while boosting water safety awareness—as creative lead behind a 2020 Surf Life Saving NSW community campaign featuring lifeguards with Sand Cloud towels.



BOHO | SYDNEY, NSW | 2017–2020

Australia's leading global fashion company focussed on the next generation of young women. With over 3M followers across social, BoHo entertains, empowers, and inspires their community through diverse and optimistic fashion, storytelling, and experiences.

VIDEO CONTENT & DIGITAL MARKETING PRODUCER

Empowered BoHo to nearly triple their income from \$30M (2017) to \$85M (2019)—breaking into the US market with its first pop-up store in LA—and launching multiple exclusive fashion ranges.

Video & Image Production – Visual Storytelling – Audience Engagement Strategies – Market Expansion – Campaign Leadership

Leveraged strong capability and background in video production and design to support BoHo's revenue and market growth strategy. Grew social media audience to 3M among BoHo's customer base across 100 countries globally by leading the global fashion empire's videography and creative direction—across Facebook, YouTube, TikTok and Instagram platforms.

Over 24 months, I directed an internationally acclaimed collection (190+) of fashion videos fuelled by robust social media campaigns across YouTube, Facebook, TikTok and Instagram.

Highlights & Impact:

Earned "no-cost" exposure for BoHo brand across Facebook platform (home to 3B daily active users) by producing the "Facebook selected" Clothes Swap video—featured and promoted in "Best Facebook Ad Examples."

Aided customer satisfaction lift of 80%, a substantial boost to online sales and helped save BoHo's reputation, by pioneering winning solution to "buy time" to rectify order dispatch shortfalls within warehouse due to back-end glitch through Easter, 2019—and a two-fold increase (1-2000+ per week) in customer enquiries/complaints received by the customer service team.

Won CEO buy-in and consumer trust for rapid, high reach suggestion to produce and post a heartfelt "customer apology" vlog across major social platforms—summarising order fulfilment bottleneck and rectification strategy.

True value that money cannot buy. In 4 weeks, the video gained over 130K views across social channels—and in 14 days, order fulfilment reverted to 100%, and customers praised clarity. Media described Jane Lu's vlog as "Raw. Honest. Authentic." and the CEO was applauded for delivering a masterclass in apologising for failure—that all entrepreneurs could learn from.

Commanded the 2019 "Coachella Festival Brand Acceleration Campaign" for BoHo's newly launched festival-inspired fashion range—tactically unveiled at the annual Coachella Valley Music and Arts Festival. 2019 sales doubled 2018 results.

Proposed and led the shift away from using still photographs for BoHo's social media marketing campaign for the Coachella Festival toward the introduction of engaging videos across all channel banners and the BoHo website. Also inspired record engagement with BoHo's audience **with American DJ, Chantel Jeffries as the face of the campaign.**

A win-win cross-media marketing strategy. In less than 2 weeks of campaign launch—100% (50K) of BoHo's newly launched festival inspired outfits sold out—and some items had a 1K person waitlist. By capitalising on Jeffries' (influencer and DJ) 4M followers, BoHo substantially expanded its reach into the US and Chantel's audience increased also.



Saved AUD \$55K for BoHo (over the contract's life) by negotiating an improved 3-year cross-promotional deal with music and sound Epidemic Sound, enabling the continuance and legal production of over 200 videos in 3 years.

Led talks with senior leaders at Epidemic Sound, rebuffing a significant increase to annual membership fees to AUD \$18K+ (from \$1.4K) by demonstrating the potential for Epidemic Sound to reach BoHo's 3M+ global audience via cross-promotion.

The power of cross-promotion. The strategic partnership between BoHo and Epidemic Sound was mutually beneficial.

In 2 weeks, revived failing email-based campaigns (10K+ audience) to more than double reader action and boost sales 20%.

Led a move away from using still photographs in email campaigns to embedding animated GIFs. Won buy-in from the design team for proposal to convert footage from BoHo's "With Love from Australia" video into GIF images for email trial.

Email Direct Marketing Transformation. By adding motion elements inside typically static emails, BoHo subscribers became more engaged, and revenue increased. This low-cost, high-ROI formula continues to perform well.

Special Events & Launches:

WEDDING SHOP CAMPAIGN: Disrupted \$450M market with "Australian-first" bridal range featuring 6 gowns under \$250. Facebook Engagement: 600K views, 2K reactions, 500+ comments and 152 shares—Posted 2019

PROM LOOK - HOLLYWOOD GLAM: Prom makeup tutorial - 4 easy DIY looks. Facebook Engagement: 760K views, 1.3K reactions, 570+ comments—Posted 2018

VIDEO SHOWCASE PLUS-SIZE MODELS: Australian-first fast-fashion retailer celebrates different body shapes. Facebook Engagement: 1.8M views, 7K reactions, 2K comments and 300 shares—Posted 2017

IF YOUR PHONE WAS A PERSON: Revenue generating brand awareness marketing campaign. Facebook Engagement: 4.6M views, 22K reactions, 6K comments and 6.5K shares—Posted 2018

HOW TO TIE A WRAP DRESS: Top-ranked Google how-to video. YouTube Engagement: 7M views—Posted 2018

ANNOYING THINGS THAT PEOPLE DO: The most successful brand awareness campaign produced in BoHo's 7-year history. Facebook Engagement: 7.3M views, 33K reactions, 5.6K comments and 3.6K shares—Posted 2017

TESTIMONIAL

“I had the pleasure of working closely with Matilda at BoHo ... she worked hard on all of her creations and produced some show-stopping content for the brand. She is a master at her craft!” —Gem, Creative Manager, BoHo”



PROFESSIONAL VIDEOGRAPHY, PHOTOGRAPHY & DESIGN EXPERIENCE

MATILDA STORY DESIGN | SYDNEY, NSW | 2016–CURRENT

Specialising in portraits, landscapes, print media, commercial and industrial, news and events.

FREELANCE VIDEOGRAPHER | COMMERCIAL PHOTOGRAPHER | CREATIVE STYLIST

As a contracted digital video producer and interim brand custodian, I develop and execute a content strategy that reinforces brand and values and showcases the stories of communities.

Photography – Product Launch Campaigns – Brand & Content Strategies – Creative Advisory for Premier & Start-up Brands

Launched and delivered boutique videography, photography, and retouching service to commercial and private clients for product videos and images, professional portraits, website/social media, campaign launches and community events.

Snapshot of Existing & Recent Clients:

David Jones: Online video catalogue for new season product launch.

Commissioned to create a high-end, brand-fitting online video catalogue for Australian designer, elle zeitoune. The label reflects sophistication, elegance, and glamour with a global audience.

Lanolips: Applied creative and innovative approach to launching Lano's new Lanolips range.

Engaged to lead and deliver design strategy for Lano's new lips range, Lanolips. Lano is an Australian-owned, multi-award-winning brand adored by celebrities and beauty junkies alike with a customer base spanning 52 countries globally.

Merlino Street: Served as creative and strategic storyteller for Merlino Street's new season range.

Contracted to produce video ad content for Merlino Street's new spring/summer season range. An Australian-owned men's lifestyle brand launched in 2019, the Merlino Street brand encapsulates the Australian season style.

and many more.

TECHNOLOGY & PRODUCTIVITY TOOLS

Photography & Videography: Studio Work – Editing with Premier Pro – Final Cut Pro, Familiar with Current App Editing – Premier Rush – Inshot. Sony & Canon Cameras, DJI Gimbals, RODE Audio Recorders, Studio & Outdoor Lighting & Props
Adobe: Premier Pro – Photoshop – Lightroom – Illustrator – InDesign – Acrobat Professional

EDUCATION & PROFESSIONAL DEVELOPMENT

Certificate of Lighting Intensive, Australian Film Television & Radio School
Bachelor of Creative Industry: Communication Design, Queensland University of Technology (QUT)
Distinctions Photographic Media, Drawing & Multimedia Technology
Diploma of Graphic Design: Multimedia & Advertising, Martin College Brisbane

Resume Strategy:

Matilda was a very passionate and colourful client who loved the art of design and the fashion/beauty industry. This enthusiasm flowed through her work as Creative Manager for Sand Cloud as she helped boost the fast-growing start-up's sales, revenue, audience reach and multi-channel brand awareness (Instagram, Facebook, and YouTube). She was instrumental in expanding the audience reach outside of Australia and into the US.

Matilda has the strong ability to merge her proficiencies in videography and photography and the strategic use of technology (data, digital engineering, and analytics) through fast-moving, and highly relevant digital campaigns.

Earlier, Matilda worked her creative magic in helping BoHo increase its revenue, customer base and brand reputation. Matilda played a big part in repairing BoHo's tarnished reputation after a back-end warehouse glitch caused fury and mistrust among their customer base through an innovative video she produced. Covid-19 impacted Matilda's employment and she wanted to continue within the fashion industry while being open to other opportunities.

It was important to Matilda that her unique personality and ability shone through her resume, and it was critical to me that the content and design complemented each other. Matilda had achieved a lot in her time with Sandy Cloud and BoHo, and I worked hard to ensure her results stood out to her readers. I included some of her latest designs throughout her resume, along with a soft yet professional colour scheme that also matched her target company's branding.

I considered colour combinations, font size, line spacing and design elements very carefully and maximised white space throughout to make reading and skimming easy for diverse readers.

Results: Matilda created an opportunity (where there wasn't one previously!) with her dream company and is very happy in her new partially remote role.

Please Note: This resume was written for the Australian market; therefore, spelling, dates, and acronyms are in line with relevant standards. The format was kept at A4 sizing (in compliance with 2021 TORI requirements), and the page length fits within the 3 to 4 pages widely accepted across Australia as best practice. Content has been fictionalised to protect client privacy.