

PAUL BERMINGHAM

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ABOUT

- 15 years experience creating award-winning integrated marketing and advertising campaigns for international brands in Southeast Asia.
- Has an expert knowledge handling all stages of the marketing and creative process from planning, ideation, creative development, and execution.

SKILLS

PROBLEM-SOLVING // STRONG COMMUNICATION AND PRESENTATION SKILLS

LEVERAGE DATA-DRIVEN MARKETING & CUSTOMER INSIGHTS // LEADERSHIP // ABILITY TO INSPIRE CREATIVITY

EXCELLENT INTERPERSONAL SKILLS // ABILITY TO LEVERAGE TECHNOLOGY AND CREATIVE TRENDS

STAKEHOLDER & CLIENT MANAGEMENT // STRATEGIC MARKETING PLANNING & EXECUTION

WORK HISTORY

CREATIVE DIRECTOR
WING BANK
2024 - Present

Since its inception in 2008, Wing Bank has become one of the fastest-growing commercial banks and one of the most trusted financial institutions in Cambodia. With a clear vision of using digital solutions to improve the daily lives of every Cambodian.

- Developed and executed data-driven marketing campaigns for all payment businesses within Wing Bank including but not limited to, New Acquisitions, QR Payments (Customer & Merchants), Cards, Digital Loans (Buy Now Pay later), WingMall (Ecommerce Platform) to increase brand awareness and gain revenue through compelling above the line, digital, social media campaigns, activations & events.
- Lead and mentored a multidisciplinary team of 16 in-house Creatives within the Marketing Department of Wing Bank including Art Directors, Graphic Designers, Motion Graphic Artists, Copywriters, Video Editors and Production team. Fostered a collaborative environment that encourages creativity and professional growth. Provided direction and feedback to ensure the highest standards of creative excellence to align with the company's strategic direction.
- Built and managed senior client and C-level relationships with external creative agencies, vendors, and freelancers to ensure the delivery of high-quality creative work and innovative solutions. Collaborated with internal stakeholders, including Product and Business Development teams, to scope projects and develop strategic marketing solutions that drove business growth.
- Identified and pursued business development opportunities through partnerships, leading proposal development and new client engagements to increase company's revenue.

WORK HISTORY

CREATIVE DIRECTOR
HAVAS CHAMPAGNE CAMBODIA
2021 - 2023

Havas Champagne is a subsidiary agency of Havas Riverorchid Cambodia. It operates as the Creative arm within the Havas group of companies in Cambodia, focusing on driving award-winning creative strategic thinking.

- Responsible for managing a Creative Department of 15 people including Art Directors, Graphic Designers, Copywriters, Storyboard Artists, and a Traffic Manager. Inspired, motivated and mentored the Creative teams to help them build successful career trajectories.
- Worked closely with the creative department to craft innovative creative concepts and award-winning creative work to impact a client's business to great effect and driving and identifying creative thinking toward the "Big Idea"
- Delivered integrated 360 degree communication solutions across above the line, digital, social, activation & events.
- Worked closely with the business directors and strategy leads to help push the creative boundaries of the agency output for existing clients and new business opportunities with a high pitch winning rate.
- Lead Creative for Havas' creatively focused agency in Cambodia that services large local and multinational clients including but not limited to: **Heineken Cambodia, Nestle, Abbott, & TCP.**

JOINT CREATIVE DIRECTOR
HAVAS RIVERORCHID CAMBODIA
2016 - 2021

Havas is a French multinational advertising company, headquartered in Paris, France. It operates in more than 100 countries and is one of the largest global advertising and communications groups in the world.

- Responsible for managing a Creative Department of 15 people including Art Directors, Graphic Designers, Copywriters, Storyboard Artists, and a Traffic manager. Inspired, motivated and mentored the Creative teams to help them build successful career trajectories.
- Delivered integrated 360 degree communication solutions across above the line, digital, social, activation & events.
- Instrumental in creating many "firsts" within the Cambodian advertising industry such as the first viral video with over 1 million views within 24 hours, the first campaign to utilise Augmented Reality technology, the first campaign to use In-App advertising, the first advertising agency to produce a live to air TV show, and the first advertising agency to produce an 8 part branded TV show.
- Lead creative for the only truly international advertising agency in Cambodia that services large local and multinational clients including but not limited to: **The Coca-Cola Company, Samsung, Unilever, Smart Axiata, Wing, Chevron Cambodia, Western Union, Singha Corporation, Carlsberg & UNICEF.**
- Provided regional creative support for pitch proposals for other offices within the Havas Riverorchid network. Worked across Cambodia, Thailand, Vietnam, Myanmar, Laos, The Philippines and Malaysia.

ASSOCIATE CREATIVE DIRECTOR
HAVAS RIVERORCHID CAMBODIA
2015 - 2016

- Worked closely with the Creative Director & Copywriters to conceptualise innovative 360 degree campaigns with TV, print, digital & activation events.
- Presented and sold completed ideas to regional and international clients.
- Was responsible for overseeing big budget post-production for TV commercials at international post houses in Thailand, Vietnam and Malaysia.
- Oversaw the quality control of the output of the creative agency.
- Key Clients included **Smart Axiata, ANZ Royal, Wing, Caltex Cambodia, Unilever, Toyota.**

SENIOR ART DIRECTOR
RIVERORCHID CAMBODIA
2011 - 2015

- Created and sold original concepts for TV, print, digital and activation.
- Managed and delegate responsibilities to 10 Graphic Designers & Copywriters, provided directions and oversaw the quality control of the agency.
- Responsible for guiding the creative output of photo shoots & TV shoots.
- Won Campaign Agency of the Year Awards for the best Creative Agency of the year Cambodia, Myanmar, Laos for 3 consecutive years from 2012-2014.
- Key Clients included **Smart Axiata, ANZ Royal, Wing, Heineken Asia Pacific, Unilever, DKSH.**

EDUCATION

DIPLOMA OF GRAPHIC DESIGN
GCIT
QUEENSLAND, AUSTRALIA
2004 - 2006

BACHELOR OF BUSINESS
GRIFFITH UNIVERSITY
QUEENSLAND, AUSTRALIA
2000 - 2003

HIGH SCHOOL CERTIFICATE
ST. MICHAEL'S COLLEGE
QUEENSLAND, AUSTRALIA
1993 - 1997

SOFTWARE

ADOBE CREATIVE CLOUD

PHOTOSHOP
ILLUSTRATOR
INDESIGN
AFTER EFFECTS
PREMIERE PRO

AWARDS & ACCOLADES

MAA WORLDWIDE GLOBES 2019	Gold - Best Social Media or Word of Mouth Campaign Campaign: Barriers To Employment Client: Unicef (United Nations Children's Fund)
NEW YORK FESTIVALS AME AWARDS 2019	Finalist - Low-Budget (<$100,000USD) Campaign: Barriers To Employment Client: Unicef (United Nations Children's Fund)
MAA WORLDWIDE GLOBES 2017	Gold - Best Social Media or Word of Mouth Campaign Campaign: Caltex Techron 2.0 Client: Chevron Cambodia
PMAA DRAGONS OF ASIA 2017	Blue Dragon (Best Campaign by Country) Campaign: Caltex Techron 2.0 Client: Chevron Cambodia
	Silver Dragon - Best Event or Experiential Marketing Campaign Campaign: Caltex Techron 2.0 Client: Chevron Cambodia
MOB-EX AWARDS 2017	Best Campaign – In-App Advertising - Gold Campaign: Coke Break Client: The Coca-Cola Company
	Best Campaign – Brand Awareness - Silver Campaign: Coke Break Client: The Coca-Cola Company
	Best Campaign – Mobile Advertising - Silver Campaign: Coke Break Client: The Coca-Cola Company
	Best Campaign – Video/Rich Media - Bronze Campaign: Coke Break Client: The Coca-Cola Company
	Best Campaign – Use of Multiple Mobile Channels - Bronze Campaign: Coke Break Client: The Coca-Cola Company
MAA WORLDWIDE GLOBES 2016	Gold - Best Integrated Marketing Campaign Campaign: RICE Client: Unilever Cambodia
PMAA DRAGONS OF ASIA AWARDS 2016	Blue Dragon (Best Campaign by Country) Campaign: RICE Client: Unilever Cambodia
	Silver Dragon - Best Marketing Discipline Campaign Campaign: RICE Client: Unilever Cambodia
CAMPAIGN AGENCY OF THE YEAR AWARDS 2012-2017	Creative Agency of the year Cambodia, Myanmar, Laos Havas Riverorchid Cambodia Gold: 2012, 2013, 2014, 2016 Silver: 2015, 2017

REFERENCES

References are available upon request. **paul.bermingham.cd@gmail.com**