

PAUL BERMINGHAM

Creative Director

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ABOUT

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

SKILLS

PROBLEM-SOLVING // STRONG COMMUNICATION AND PRESENTATION SKILLS

STRATEGIC THINKING // LEADERSHIP // ABILITY TO INSPIRE CREATIVITY

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

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.**

WORK HISTORY

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.**

HEAD OF DESIGN RIVERORCHID CAMBODIA 2010 - 2011

- Was responsible for elevating the design standards of the creative team to provide a world-class offering to our international & local clients.
- Oversaw a team of 6 Graphic Designers, inspiring and mentoring them.
- Produced design solutions for some of the biggest brands in Cambodia such as branding, print ads, billboards, graphics and annual reports.
- Designed the logo and branding for the successful launch of Cambodia Beer. Key clients included **Cambodia Beer, BMW, ANZ Royal, Wing, Unilever, Nokia, Hello Axiata.**

ART DIRECTOR THE 3RD EYE SYDNEY, AUSTRALIA 2007 - 2010

- Responsible for the visual direction and consistency of the company’s brand.
- Visualised and created graphics including logos, layouts, illustrations, stationary, internal documents, product packaging & promotional materials.
- Designed and managed the company’s website and CMS.
- Coordinating with printers and other suppliers to oversee the production process to ensure optimal quality control.

ART DIRECTOR STONE FREE MAGAZINE SYDNEY, AUSTRALIA 2006 - 2007

- Responsible for the overall look and creative direction of the magazine.
- Designed page layouts of art and copy regarding arrangement, size, type size and style, and related aesthetic concepts.
- Helped drive the growth of the magazine’s readership through promotional art events to become the fastest growing independent online music magazine in Sydney at the time.

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