



# PAUL BARKLEY

SENIOR CREATIVE  
(ART)



## ABOUT

My career was born out of a love of direct marketing where the measurable value of one-to-one communication was celebrated

Creative at heart, a technologist by nature, I have a profound interest in tech and the way it continues to transform our lives.

I bring a mix of traditional and digital advertising experience to organisations looking to get more bang for their buck or agencies who need a steady set of hands on their next project.



## CONTACT

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## SKILLS

- > Conceptual thinking, ideation and visual concept creation
- > Technically proficient in Adobe Creative Suite, Mac & PC
- > Digital expertise with social platforms and content creation
- > Brand strategy, voice and messaging
- > Client management and creative presentation skills



## EXPERIENCE

### PAUL BARKLEY CREATIVE DIRECTOR

2016 - PRESENT

Freelance and direct to client creative services. Small business all the way through to large corporate. Design, marketing, user experience design, website (design, build and management), customer acquisition and retention, direct marketing and fundraising.

### ABNORML PTY LTD CREATIVE PARTNER

2016 - 2021

Directly involved in business development, client relations as well as overseeing the bulk of creative output. Clients included Electrolux, Fire + Rescue NSW, National Parks & Wildlife, Aruma, and Leukaemia Foundation (World's Greatest Shave)

### LOOKPRO PHOTOGRAPHY DIRECTOR

2019 - PRESENT

Building and maintaining a strong portfolio of large sporting organisations, sports clubs and schools. Lead photographer, with excellent portrait, group and candid photography skills that go beyond the camera. Clear and effective communication with subjects and the ability to think creatively on the run.

### FREELANCE CREATIVE

2009 - 2016

Freelanced as Senior Art Director at Apparent, Mercer Bell, Saatchi & Saatchi and Ogilvy/OgilvyOne.

### SINGLETON OGILVY & MATHER ART DIRECTOR

1999 - 2009

Advertising industry awards (ADMA, Caples, Directory and Archive Magazines)  
Lead creative on several successful product and brand launches:  
Foxtel Business, Lenovo, Centurion, and Platinum Credit Card.



## EDUCATION

### AWARD SCHOOL

1996

### SYDNEY GRAPHICS COLLEGE DIPLOMA IN GRAPHIC DESIGN

1993 - 1994

### TRINITY GRAMMAR SCHOOL HSC

1984 - 1992



## REFERENCES

**MATTHEW ANDREWS**  
CREATIVE DIRECTOR  
T: ON REQUEST

**LISA WINN**  
CMO COCA COLA  
T: ON REQUEST