

Angus Keech.

Creative Director | Copywriter | Director | Writer

Contact

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My career within the advertising industry has seen me work across Australia, the UK and Europe. Advertising has also allowed me to hybridise my skills and extensive work as an actor, director and writer across Australian feature films and international art projects.

My keen passion for storytelling, varied artistic projects and managing teams translates into strong working relationships with clients and agencies, building culture while delivering dynamic outcomes for all involved.

Skills

- Creative conceiving
- Creative direction
- Copywriting
- Narrative development
- Film direction
- Script writing
- Copy editing
- Client and stakeholder management
- Presenting
- Public speaking
- Brand identity
- Team leadership and development
- Workshop facilitation

Client experience

Adidas DXB, AIA Australia, AIA New Zealand, Amazon, AustralianSuper, Banjo Loans, Bayer Animal Health, Battersea Power Station, BIG4 Holiday Parks, Carsales, Carlsberg, Champion, Coles Liquor Group, Coopers, CUB, Danone, Dubai Fitness Challenge, Fetch TV, Google, JOYclub, Latitude Financial Services, Michael Hill Jeweller, MONA, Optimum Nutrition, Placie by Carsales, Porsche GTS, Porsche Formula E, RACV, Seek, Shout Digital, Starward Whisky, TAC, Telstra, Uncommon Kind.

Experience

— Freelance Creative

Senior Copywriter/Creative Lead/Creative Director

FEBRUARY 2023 - ONGOING

Project-based work with agencies like **whiteGREY**, **The Pangea Agency** and **Shout Digital**, and in-house at **Nando's**. Spans conceptual campaign ideation, re-branding and campaign implementation, alongside pitching, scripting and BAU copywriting work. Key projects include:

- **Uncommon Kind** - Helping UNK re-launch and oversee a new brand identity - establishing guidelines, setting a TOV and rolling it through a new website structure. This also involves crafting copy for press releases, social posts and other messaging. Alongside this work, also managing a creative team to produce a series of videos. Including an explainer video introducing Uncommon Kind's offering, as well as a series of pitch videos showcasing social entrepreneurs and initiatives that need funding or brand support.
- **Optimum Nutrition** - Utilising my advertising and film knowledge to develop a campaign centred around brand ambassador and Olympic gold medalist, Kyle Chalmers. Partnered with Magnetizer to shoot the lead TVC in Adelaide, as well as working with the O.N. team to ideate and oversee supporting social assets.

— The Taboo Group

Interim Creative Director, freelance contract

AUGUST 2022 - FEBRUARY 2023

After the departure of senior creative leadership, I was asked to come steady the ship and reinvigorate culture while the agency entered its' next phase. I oversaw the creative team and elevated work across the range of clients - including **Coopers**, **TAC**, **Starward Whisky**, **Seek** and **Champion** - setting them up for success and new leadership in 2023.

- **TAC/HowSafelsYourCar - Car... Stuff Simplified** - An online, social-first series with comedians Greg Larson and Emma Holland explaining the ABCs (to the AEBs and BSWs) of vehicle safety tech. These short, playful videos then directed people to find out more by comparing their current or potential next vehicle on the HSIYC website.

— Special Group

Senior Creative, freelance

APRIL 2022 - JULY 2022

Working across campaigns, conceiving and pitches with the senior creative team. From narrative overview of scripts and campaigns on clients like **Virgin** and **Pepsi**, formulating PR stunts for **Winesmiths**, or developing an extensive number of campaigns and ideations for **Carlton Dry** and **CUB**.

— The Taboo Group

Creative Director, freelance contract

MAY 2021 - FEBRUARY 2022

Creatively leading the **Telstra** team on a number of projects, often engaging the AFL/W and NRL/W player ambassador program. Working with a large, multi-departmental client demanded agility in responding to constantly evolving briefs, adaptive problem solving, and effectively managing multiple stakeholders.

- **Telstra Pre-Pre-Game Game Show** - An online game show uniting fans in lockdown, teaming them with players in Covid-safe bubbles. In record speed of only a few weeks, we were able to design, organise, shoot and dispatch episodes in time for viewers to watch this 'game before the game' as the 2021 AFL Finals kicked off.

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Qualifications & achievements

AWARD School, Melbourne, 2016

Copy School, Melbourne, 2016

16th Street Actors Studio
Full-Time Program, Melbourne, 2011

Cariad Studios Award for Writing
'Home' theatrical script, Writer and Director, 2009

Bachelor of Arts
Creative Writing/Theatre Studies Major,
University of Melbourne, 2008

VCE Top Acts Award for Drama
Scotch College, 2005

Scotch College VCE, 2005

Referees

Tim Holman
Co-Founder & Business Director
Pangea Agency
tim.holman@thepangeaagency.com

Tommy McCubbin
Creative Consultant, CD & Co-Host
Future Sandwich
tommy@futuresandwhich.com

Jason Ross
Founder & Executive Creative Director
Ross Creative Council
jason@rosscreativecouncil.com

— The Pangea Agency

Creative Lead, freelance
JANUARY 2021 - APRIL 2021

Formerly *The Brand Terminal*. Helped establish the Melbourne hub as a core creative member, with flexibility to work in various roles as required, dependent on brief, project or client. This includes Creative Direction on **Banjo Loans'** first campaign, creative concepting in re-launching **Eric Insurance**, plus film and writing skills in projects for **Top Shelf International**.

— Proximity GmbH | Düsseldorf, Germany

Associate Creative Director
JULY 2019 - DECEMBER 2020

An expansive leadership role with multi-faceted responsibilities. Working in a creative partnership, we were designated as the lead team working on global clients.

- **Porsche 'The Home of GTS' microsite** - Content platform trans-created across 67 markets and 13 languages. I briefed, managed and edited all editorial articles and content, establishing guidelines for ongoing local and global updates.
- **Seresto 'Play On' global campaign** - Creative custodian of Bayer Animal Health's global campaign for the flea and tick collar, Seresto. Facilitating consumer testing across Europe and managing international stakeholders. Remote creative direction of the campaign shoot in London, while managing American clients, for a German agency. A global achievement, across five time zones and during the pandemic.
- **JOYclub 'Share More' campaign** - Developing a creative campaign platform for this adult network launching into new markets in Spain and Italy. This required responsive design and language to adjust to shifting censorship challenges, then pivoting to partner with Vice Spain to create online content during COVID-19.

— MOX | London, United Kingdom

Senior Copywriter, freelance
APRIL 2019 - JUNE 2019

A short-term freelance opportunity to help this small dynamic studio work on clients including the **Battersea Power Station** redevelopment, concept campaigns for **Ermenegildo Zegna** and **JD Sports UK**. I wrote film and radio scripts, helped shape strategy and craft narrative for overall presentation decks.

— CHE Proximity

Copywriter
DECEMBER 2016 - DECEMBER 2018

Teamed with an art director to ideate and implement creative campaigns, while also utilising my film and directing experience in the production department and on shoots.

- **Coles Liquor Group** - Lead copywriter for Vintage Cellars, creating brand guidelines for social media, national retail campaigns and developing catalogue and online content. Liquorland required extensive shoot and production work, activations, and bespoke utility creation.
- **AIA** - Expansive scope of work including internal and external collateral, brand videos, podcasts, content series and publications. Running workshops, engaging stakeholders and working with key ambassadors (e.g. 'Chris Judd Starts Over').
- **AustralianSuper** - Lead creatives for the 'Super Australians' campaign rollout, from concepting to production. Also tasked with overhauling the messaging matrix and communications to all market segments, deployed across all brand collateral, microsites and creative campaigns.

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Creative projects

Outside of advertising and brand work, my creative skill set has focused on writing, curation, direction, acting and narrative consultancy. **Detailed credits can be provided on request.*

— Unlocking Creativity | The Writers' Studio

Online course

JUNE - JULY 2023

Utilising professional oversight and the online course to workshop and develop personal creative writing projects.

— The Slow Canoe | Live Journal & Press

Co-Director / Editor / Curator

2012 - 2019

The **Slow Canoe Live Journal** coordinates seasonal performance nights of various art forms, readings and lectures. The **Slow Canoe Press** publishes a range of international and local contributors, and slowcanoe.com amalgamates this work alongside bespoke online content.

- **Responsibilities and skills:** hosting and interviewing, PR/advertising, artist liaison, event and team management, grant writing, funding applications, community projects and judging prizes.

— Writing Credits | Film & Theatre

Writer / Script Consultant

2009 - 2015

- Draft writer and script consultant on **feature films**, 'The Doorman' (Corner Piece Pictures, 2021) and 'Dead Feather' (Dead Feather Productions), shaping narrative with producers and directors.
- Writer/Director of my own **short films** including 'Tides' (Heroism Production, 2015) and developing **online content** for the therapy program mindovergut.com.
- My extensive credits and involvement in **theatre** span performance, writing, directing and managing theatre collectives. Most notably as a draft writer and story consultant for 'Glimpse' (Kin Collective, 2013), directed by Noni Hazlehurst.