



John Ilian.

My passion is ideas.

I've been creating successful marketing communication ideas and executions for many clients over many years.



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PRIMARY SKILLS

Strategic Planning | Creative Director | Copywriter | Designer | Innovator | Creative Provocateur.

COMMUNICATIONS EXPERIENCE

Strategic Planning | Direction
Copywriting / Scriptwriting | Editing
Layout | Design concepts
Art Direction | Art assembly
Brand Identity Development | Execution
Campaign Concept | Development
Negotiation | Coordination
Print, Press, TV & Video production
Technical and Bid Writing

APPLICATIONS

Corporate identity | Branding
Corporate DVDs - write and produce
Digital
Displays and Exhibitions
Out of Home
Press Advertising
Print (Brochures, Annual Reports, Newsletters)
Radio commercials
Television commercials
Point of sale | Merchandising aids
Technical Bids/EoI preparation
Web Design
Writing Workshops

INDUSTRY EXPERIENCE 1991-2017

Age Care
Building and Trade Suppliers
Civil Engineering
Community Services
Construction
Education
Entertainment
Event Marketing
Finance and Banking
Food and Beverages
Government and Public Service
Health Services
Home Building
Hotels and Hospitality

Industrial Plant and Equipment
Insurance
IT Systems and Digital Services
Land Development
Lotteries
Media (Radio and TV stations, Press)
Mining and Mining Support Services
Public Relations
Retail Accounts
Remote Area Marketing
Shopping Centres
Small Business
Sport
Transport
Tourism

ACCOLADES 1991-2017

Creative Director of the Year
Copywriter of the Year (6 consecutive years):
Advertising Person of the Year
AWARD finalists (Australian Writers & Art Director Association)
Radio Writer of The Year Winner (2007) finalist 2000 - 2015
National Caxton Awards (Press)
New York Advertising Festival (Promotion)
International Mobius Awards (TV)
PADC Fellowship Winner (Perth Advertising & Design Club)
Multiple PADC Awards 1989 - 2015
PADC Life Member

EDUCATION

Certificate - Business Management (RMIT Melbourne).
Diploma - Communications, Advertising and Marketing (London Institute, UK).

EXPERIENCE

1999 - Present: SHARPER PENCIL, Western Australia.
Founder | Creative Director | Writer | Designer
Strategic Planning | Account Management.

1997 - 1998 DYP REDIFFUSION, Mumbai, India.

Creative Director.

1995 - 1997 CLEMENGER, Perth.

Creative Director.

1986 - 1995 FCB SHORTER, Perth.

Creative Director.

1984 - 1986 PATON DAVIS AUSTRALIA, Perth.

Joint Creative Director.

Pre 1984 OGILVY & MATHER, Perth.

Senior Copywriter.

MONSANTO CONSTRUCTION PRODUCTS EUROPE | SHELL UK, London/Brussels, Belgium.

Advertising & Marketing Manager.