

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 and Press 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
Web Design
Writing Workshops

INDUSTRY EXPERIENCE

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

ACCOLADES

Creative Director of the Year
Copywriter of the Year (six consecutive years)
Advertising Person of the Year
Multiple AWARD finalists (Australian Writers & Art Director Association)
Radio Writer of The Year
Multiple Caxton Shields (press awards)
The New York Festival (promotion)
Mobius Award (TV)
Awarded PADC Fellowship (Perth Advertising and Design Club)
Multiple PADC Awards
Awarded life Membership - PADC

EDUCATION

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

EXPERIENCE

2000 - present: SHARPER PENCIL, Western Australia.
Creative Director | Writer | Designer
Strategic Planning | Account Management.

1997 - 1998 DYR REDIFFUSION, Mumbai, India. Creative Director.

1995 - 1997 CLEMENGER, Perth. Creative Director.

1986 - 1995 FCB SHORTER, Perth. Creative Director.

1983 - 1986 PATON DAVIS AUSTRALIA, Perth.

Joint Creative Director.

1981 - 1983 OGILVY & MATHER, Perth. Senior Copywriter.

1980 - 1981 STANLEY TOOLS, Melbourne. Advertising Manager.

1981 - 1983 MONSANTO EUROPE | SHELL UK, London. Advertising & Marketing Manager.