



Simon Coughlan

PROFILE

An experienced content marketer who is passionate about producing highly engaging campaigns that drives great brand affinity and personal customer experiences.

Energetic and achievement oriented professional with over 15 years of creative and marketing experience.

All content should live by these simple rules:

1. Does it tell a good story?
2. Would I share it?
3. Is it f@#\$en awesome?

CONTACT

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WORK EXPERIENCE

Sportsbet - Video Content Manager

2014 - Current

Key stakeholder in client-side production of over 20 major national brand campaigns by being an integral part of qual + quant research, agency briefing, ideation. Additionally has integral influence on technical side of production, estimation and analysis of cost.

Strategic planning of ATL / BTL retail and brand TVCs, radio commercials and social media content across all digital channels and platforms aligned with marketing objectives, sporting and entertainment calendar, product launches and large scale brand campaigns.

Monitors and reports on the effectiveness, success and ROI of marketing campaigns and Sportsbet brand via Toluna, Simply Measured, Facebook Insights and Youtube Analytics. Uses data to influence future campaigns.

Manages \$1.5 million annual budget for individual large scale marketing projects across TV, brand and social media, with full accountability for performance against corporate objectives.

Manages a team of 5 direct reports. Created individual development plans and guided/coached to influence performance and succession development.

Created and co-led the OVC team to develop a social video campaign pipeline based on customer insights and marketing objectives. Using strategic planning launched over 60 videos, generated 30 million views and since 2014.

Sportsbet - Senior Video Producer

2014

Senior Lead in the in house production team. Grew the department from one person to a 5 -person team.

Managed the creation of over 100 of retail and brand TV and Radio commercials, internal comms and weekly video content of all channels per year.

Lead stakeholder and contributor to ATL and BTL brand campaigns.

Managed relevant communication of projects to evaluate cost, time and effectiveness to stakeholders across brand, social, digital, PR, sponsorships, CRM, promotions, High Value and media teams in Melbourne, Sydney, Darwin and UK.

Outstanding skills in the end to end process of content production and strong understanding of the medium. In-depth knowledge of social platforms (Youtube, Facebook, Twitter, Instagram, Snapchat)

Expert design proficiency in After Effects, Photoshop, Illustrator, Premier, Audition, C4D and skills in motion design, compositing, editing, audio production.

CONTENT LINKS

Footy Retirement Village

<https://youtu.be/XmICA2V4Swk>

State of Origin - Border Security

<https://youtu.be/ynZkJvmDKw>

Nickname Change Registry

<https://youtu.be/Mm4EPqBK0lo>

Hotshot Jackpot - Retirement

<https://youtu.be/DaAxYvygqPs>

The Fold

<https://youtu.be/cZKH3rgOKVs>

Footy Worksite

https://youtu.be/bjmrl_2gOgo

The Born Sledger

<https://youtu.be/SwkMIEsCNA>

Sports Aussies Need In The Rio Games

<https://youtu.be/ExPXxSAGAMo>

Christ The Redeemer Balloon

https://youtu.be/cgLyS_hRzvA

Fifty Shades of Greyhound

<https://youtu.be/94SDe2hXQb4>

WORK EXPERIENCE

Sportsbet - Video Producer

2012 - 2014

Sportsbet - Digital Designer

2010 - 2012

Movielink - Multimedia Designer

2010 - 2008

Funtastic - Senior Graphic Designer

2004 - 2008

EDUCATION

Mini MBA MW - Marketing

2017

Award School - Melbourne

2015

Rogen Si - Presentation Skills

2015

Bachelor of Multimedia Design - Monash

2000 - 2013

ACHIEVEMENTS

Key stakeholder in Sportsbet's most successful 360 marketing campaign of all time - "Keep the Faith". Which achieved, media coverage in over 100 countries, earned million of dollars worth of free coverage, and it was listed in the top 10 world cup marketing activations for the 2014 World Cup.

Launched the Sportsbet's most controversial social video of all time Fifty Shades of Greyhound, Within 5 days it was viewed 1,389,731 times, accumulated 35,000 Facebook engagements, received 36 media hits which resulted in earned media of \$95,000

Content nominated on the Australian YouTube Ads Leaderboard which highlights the best ads on YouTube, showcasing advertising excellence and creative innovation. - 2014, 2015

Selected to Sportsbet Edge (High Potential) Leadership Succession Program - 2017

Awarded with the Content Company of the Year - Silver, 2017 Mumbrella BEFEST Awards