



# HEY, I'M SEÁN MARSH

## **I'm a designer and strategist with over 10 years experience in graphic design, web and marketing.**

If my life was a Venn diagram, it'd be equal parts creativity, sustainability and compassion. My career disproves the myth that you can't make a living as a do-gooder.

Over the last 2 years, my work has contributed to the divestment of many millions of dollars out of fossil fuels and back into renewable energy and ethical companies. It's my proudest achievement.

Previously, as Digital & Brand Manager for both Future Super & Cruelty Free Super, I spent most days ideating and executing advertising creative to hit our high growth targets, as well as optimising customer experience across various platforms.

I've spent the past 10 years working as an in-house designer and marketer across multiple disciplines, targeting a wide variety of industries — software, construction, retail, government, finance, health and more.

## DEMONSTRATED STRENGTHS

### **Deep commitment to achieving outstanding customer and business outcomes.**

- × Ability to think big picture, solving big problems holistically while also being able to navigate the minutiae of complex projects
- × Desire to challenge the 'business as usual' mindset with a track record of successful disruptive projects

### **Passion for empowering teams to achieve personal and professional goals.**

- × High emotional intelligence
- × Empathetic and understanding
- × Clear and concise in directions and expectations
- × Committed to supporting autonomy and development
- × Open and understanding

## PROFESSIONAL ACHIEVEMENTS

- × Decreased Cost Per Acquisition costs by 50% through frequent advertising tests, saving Future Super many tens of thousands of dollars.
- × Achieved steady MoM customer growth for Future Super through targeted advertising creative and redesign of join process to remove identified UX hurdles.
- × Rebranded Cruelty Free Super, resulting in triple member growth.
- × Increased lead generation by 45% after rebranding PeopleStreme's identity, and rebuilding website.

## EDUCATION

### **The Strategy Masterclass**

STRATEGY-MASTERCLASS.COM / 2020

### **Starting a Start-up Bootcamp**

THE PLATO PROJECT / 2018

### **User Experience Design**

TRYDESIGNLAB.COM / 2017

### **Diploma of Graphic Arts**

RMIT BRUNSWICK / 2007-2009

### **Diploma of Music Production**

RMIT CARLTON / 2005-2007

## EXPERIENCE

### DIGITAL & BRAND STRATEGIST

CREATIVE GENERALS | MELBOURNE (2020-PRESENT)

A humble, two-person design studio specialising in strategy lead digital, print and creative services. I recently joined the team to fill gaps in brand strategy, UI and UX, coupled with my experience in start-ups to assist them in launching a new design services business.

### DIGITAL BRAND MANAGER, DESIGNER

CREATIVE GENERALS | MELBOURNE (2020-PRESENT)

Future Super is Australia's first fossil fuel free superannuation (pension) fund. To date, the company has moved \$1.2 billion out of unethical investments (tobacco, gambling, weapons, live animal export, slave labour, environmental destruction) and back into renewables and purpose-driven organisations.

#### Responsibilities

- × Ideation, design, execution of advertising creative and conversion-focussed landing pages.
- × Management of a team of outsourced freelancers to ensure successful, timely advertising and creative execution.
- × Held internal strategic ideation sessions for weekly advertising output.
- × Rebranded Cruelty Free Super (sub-fund) resulting in triple member growth.
- × Management of all print, web and digital design collateral for the business.
- × Identifying and improving pain points in member experience journeys across all digital platforms.

### LEAD DIGITAL DESIGNER, MARKETING CONSULTANT

PEOPLESTREME | MELBOURNE (2012-2018)

PeopleStreme offers the most extensive suite of HR Management software tools in the industry. 16 individual apps, living within one concise ecosystem.

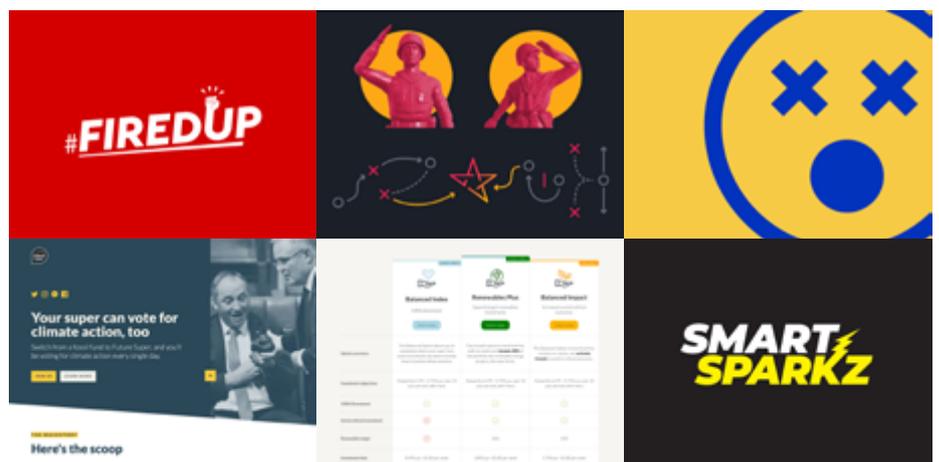
#### Responsibilities

- × Management of all print, web and digital design collateral for the business.
- × Design & development of PeopleStreme's new brand identity and website rebuild.
- × Design, coding and delivery of email marketing to 40,000+ customer and lead database.
- × Development of complex marketing automation funnel concepts and implementation.
- × Coordination with software developers to implement best practice UX/UI standards.

## TOOLS

FIGMA  
WEBFLOW  
ILLUSTRATOR  
PHOTOSHOP  
INDESIGN  
AFTER EFFECTS  
PREMIERE PRO  
AUDITION  
MIRO  
ABLETON LIVE  
GOOGLE SUITE  
PARDOT  
AUTOPILOT  
SALESFORCE

## WORK



[MORE ON DRIBBBLE ↗](#)

# SKILLS



## WEB DESIGN

Ever since I first heard the garbled tones of a dial up modem, I've been fascinated with all things web. From Flash, Dreamweaver and now Webflow, it's been a medium I've never stopped loving and exploring.



## GRAPHIC DESIGN

Thinking, sketching, pixel pushing, revising. From an early age it's always surprised me how much you can convey to another person with just a few shapes and colours. Visual communication is a big part of my life. It transcends borders, languages and culture.



## UI/UX

I've always had a deep passion for solving problems for humans. Understanding motivations, desires, fears and struggles behind products & services is a thrill.



## BRAND STRATEGY

All successful projects have a coherent plan of action behind them, branding is no different. I won't touch a project without deeply understanding the objective, strategic intent and design principles we need to achieve success.



## MARKETING

Six years in a software company, developing campaigns for seven separate industries certainly teaches you a thing or two about how people consume content and why. Selling the intangible concept of divesting from fossil fuels, on the other hand, is next level marketing. Ask me about it!



## HIGH EQ

I pride myself on being able to keep a cool head in all situations, no matter how heated things get. I'm a firm believer in tackling problems, not people.



## TEAMWORK

Everything I create comes back to solving for people, and who I create with is a big part of that. Highly effective and connected teams are greater than the sum of their parts.



## SPRINT PLANNING

Like everything I create, there's a strategic framework behind it. Teamwork needs a framework too. Sprint planning and agile working is the best way to get good sh\*t done fast, IMHO.

# WHAT PEOPLE SAY ABOUT ME



### Adam Verwey

CO-FOUNDER & MANAGING DIRECTOR / FUTURE SUPER

*Seán immediately impressed us with his purpose, passion and work ethic.*

*His energy, humour and generosity made him a popular member of our team. In his two years with us, we doubled in size to be a team of 40 people managing \$1.2 billion on behalf of 20,000 members.*

*Seán has made a significant contribution to this success.*



### Sarah Cronney

HEAD OF INNOVATION / MAKE-A-WISH AUSTRALIA

*Seán is one of those rare people who is both supremely talented and genuinely passionate about his work. His enthusiasm is infectious and his work ethic is unrivalled.*

*He's inspiring to be around and always two steps ahead of the competition when it comes to creativity, innovation and new technology. He's at the very top of his game.*



### Noelle Greenwood

SENIOR MARKETING CONSULTANT / GOOD THINGS CONSULTING

*Seán immediately impressed us with his purpose, passion and work ethic.*

*His energy, humour and generosity made him a popular member of our team. In his two years with us, we doubled in size to be a team of 40 people managing \$1.2 billion on behalf of 20,000 members.*

*Seán has made a significant contribution to this success.*



### Melissa Hagarty

RISK & COMPLIANCE MANAGER / FUTURE SUPER

*Seán's passion for his work is a truly beautiful thing. He is an exceptionally skilled designer and a warm and compassionate teammate. He's a true creative professional who is fantastic at what he does.*

*While I worked with Seán I was constantly impressed, not just by how wonderful his work was but by how he managed to energise everyone around him. His dedication to his work and his people make him a truly wonderful addition to any team.*