

Brad Smith

Hillcrest, Auckland • (021) 842 898 • brad@bluelightideas.com • <https://www.linkedin.com/in/bsmithnz/>

LEADERSHIP | STRATEGIC | MARKETING | BRAND | DIGITAL | BUSINESS GROWTH | CONSULTANCY & DEVELOPMENT
Expert in traditional and digital marketing disciplines

Highly accomplished brand champion and innovative marketer with a hands on approach, skilled in new product development, go-to-market strategies, and driving large-scale domestic and international marketing campaigns. Seasoned in digital marketing at senior and leadership levels, with a sharp focus on brand development and execution. Adept at developing impactful marketing initiatives, driving digital innovation, and leading transformation efforts. Exceptional brand champion, crafting compelling brand campaigns. Possesses strong entrepreneurial spirit, demonstrated commercial acumen, and global perspective. Proven track record of managing teams of 3 to 50+ and handling budgets exceeding \$1+ million.

Significant Brands

Brands: Diners Club • Panasonic • Pixar • Lucasfilms • Marvel • Vodafone • BNZ • Air NZ • Discover Financial Services • Visa • Westpac • Nissan • Toyota • State Insurance • Public Trust • Telecom • Nokia • Ricoh • Sony • EA Games • Hoyts Cinemas • Event Cinemas • Xbox • PlayStation • Mattel • Mövenpick • McDonald's • NZ Post • Subway • Burger King • Dunkin' Donuts • Hasbro • DreamWorks • Walt Disney Studios • Caltex • Mobil • Z Energy • NZ Parliament • Coca-Cola • Contact Energy • Tip Top • MARS • Griffin's • Heinz Watties • Cadbury • Pepsi • Nestle • Schick • Blue Bird • Heineken • St. Ives • Energizer • Wrigley • Swisse • Schwarzkopf • Gregg's • VO5 • DB Breweries • Activision • Pita Pit • George Weston Foods • Sanitarium • Rebel Sports • Reckitt Benckiser • Tech Futures Lab • The Mind Lab • Sony Pictures Entertainment • Rainbow's End • Accor Hotels • America's Cup

Professional Highlights

- ✓ *Tech Futures Lab*: efficiently conceived and launched a responsive brand website within a three-month timeframe, leading to a notable 20% uptick in applications and an impressive 40% reduction in bounce rate.
- ✓ *Diners Club*: launched and grew a \$12m Personal Loan portfolio by 665% and re-built Diner's Club Customer Value Proposition, developing unique new differentiators and benefits for the card portfolios, including extensive and innovative improvements to refresh and re-launch the Club Rewards programme.
- ✓ *Edge Loyalty*: established and built a national cinema network of 120 sites throughout New Zealand to accept Hollywood Movie Money vouchers in close liaison with all major cinema chains and independents.
- ✓ *FLEETCOR* – designed and launched the first NZ EcoDrive brand programme in partnership with Green Earth Appeal and Green Fleet in NZ, which resulted in CO₂ absorption across commercial vehicle fleets.
- ✓ *FLEETCOR* - successfully collaborated with Shell to design and launch a new brand fuel card specifically tailored for commercial trucks in the Australian market. This strategic partnership resulted in an impressive 25% surge in fuel sales.
- ✓ *PROJECTR* – I spearheaded the design and project management of the inaugural large-scale AR/VR interactive tour of the New Zealand Parliament, which was crafted to cater to 1,200 schools across the nation. This endeavour involved close collaboration with ten promising tech start-up companies based in New Zealand.
- ✓ *Panasonic* – developed a 12-week nationwide retail Christmas marketing campaign for Panasonic across 9 major national retailers relating to the \$1bn Box Office hit, *Rogue One: Star Wars Story* movie – this increased category market share by 4%.

Career Snapshot

Marketing & Digital Consultant (Self-Employed) - Bluelightideas, Auckland (2022 - Present)

Marketing & Digital Manager – Tech Futures Lab, Auckland (2020 – 2022)

Senior Digital Marketing Specialist (Contract) – Firefly Digital, Auckland (2019 – 2020)

Digital Business Director (Contract) – Method Studios, Auckland (2016 – 2019)

Marketing Director (Contract) – FLEETCOR Australasia, Auckland (2014 – 2015)

Head of Marketing & Digital – Diners Club New Zealand, Auckland (2011 – 2014)

General Manager (Contract) – Edge Loyalty, Auckland (2009 – 2011)

Consumer Promotions Manager (Contract) – Walt Disney Studios Motion Pictures NZ, Auckland (2006 – 2011)

Senior Account Director – ApolloNation, Auckland (2006 – 2009)

Founder (Self-Employed) – Bluelightideas, Auckland & Sydney (2002 – 2006 | 2015 – 2016)

Head of Digital – AIM Proximity, Auckland (2000 – 2002)

Notable Experience & Contributions

Bluelightideas, Auckland (www.bluelightideas.com)

Founder/Consultant (Self-Employed) – 2022 - Present

Offering specialised consulting services to brands and companies, guiding them to maintain a cutting edge in their respective markets. My focus is on maximising the impact of brand, digital, and marketing strategies to unlock their full potential. Notable contract collaborations include Sony Pictures Entertainment, Mission Ready, and AdTrek.

Tech Futures Lab, Auckland (www.techfutureslab.com)

An education facility of The Mind Lab provides New Zealand's most innovative, transformative learning environment through postgraduate programmes, short courses and innovation workshops.

Marketing & Digital Manager – (2020 – 2022)

Developed compelling marketing strategies that were aimed at the target audience and delivered desired results across a range of education and corporate programmes, specialising in inbound marketing. Managed a team of 4 direct reports.

- Tech Futures Lab website - successfully developed and launched a new responsive brand website in 3 months, resulting in a 20% increase in applications and a 40% reduction in bounce rate.
- New product launches - launched and marketed a series of new micro-credential and postgraduate programmes, which increased enrolments by 10 -15%.
- Learn.Stack.Build.Master campaign - created New Zealand's first national brand campaign around stacking micro-credentials and post-graduate certificates to piece together an entire Master's degree. Fueled by an omnichannel strategy and campaign.

Firefly Digital, Auckland (www.fireflydigital.co.nz)

Firefly is a specialist in performance marketing and has been placed on the Deloitte FAST list for two consecutive years.

Senior Digital Marketing Specialist (Contract) – (Feb 2019 to Aug 2020)

The priority focus was on the role of Senior Digital Specialist working across the client portfolio and growing the business in Australia and New Zealand for SMEs.

- Management roles – handled multiple areas of accountability during the Covid pandemic, including staff culture, wellness & retention, team leadership, new product development (NPD), retention of clients, Public Relations and Marketing activities to grow the New Zealand and Australian business during the pandemic.
- Digital roles – acted as a link between digital marketing specialists and clients – actively participated in account management and digital strategy planning across 70+ B2B and B2C clients – created digital marketing strategies that drove much-needed results and sales for clients during the pandemic.

Method Digital, Auckland (www.method.digital)

Method works with brands/businesses to solve problems, create memorable brand experiences and bring ideas to life.

Digital Business Director (Contract) – 2016 to 2019

A key member of the senior leadership team, responsible for overall business growth and strategy – areas of accountability included strategic leadership, marketing strategy and planning, customer insights and trends, digital innovation, brand management, project management, operational oversight and client engagement.

- Panasonic – successfully delivered a nationwide marketing campaign comprising 9 categories and 11 major retailers in partnership with Walt Disney Studios – the campaign aligned with the \$1 billion Box Office hit release of Rogue One: A Star Wars Story and resulted in a 4% increase in Panasonic's market share.
- Contact Energy – developed an immersive Virtual Reality and interactive experience of a futuristic sustainable home as part of Contact's 5-year strategic plan, which secured additional \$15m capital investment from shareholders and investors. Virtual Reality received high praise from the leadership team at Contact Energy.
- Vodafone – accomplished the successful execution of a nationwide interactive digital marketing campaign targeting Vodafone Rewards customers. Leveraged a key sponsorship agreement with Walt Disney Studios and Hoyts Cinemas, resulting in a remarkable 75% increase in customer engagement for Vodafone.

Notable Experience & Contributions (continued)

New Zealand Office of the Clerk of the House of Representatives, Wellington & Auckland

PROJECTR assists innovative cross-reality (XR) start-ups, attracting talent and creating the spectrum of new Reality and AI projects. They drove an XR project for Parliament, creating a 360° tour, virtual exploration & AR/VR mobile app.

Digital Project Lead (Contract) – May-Oct 2018

- AR/AV Programme – spearheaded the delivery of the programme across a series of projects in collaboration with 10 NZ start-ups.
- Contract Delivery – successfully completed and delivered to Speaker of the NZ House, Rt Hon Trevor Mallard.

FLEETCOR Australasia, Auckland (www.fleetcor.com)

FLEETCOR Technologies provides fuel cards and workforce payment products and services globally.

Marketing Director (Contract) – 2014 to 2015

Developed and drove marketing strategy and brand development across Australian and New Zealand markets. Managed a team of 3 direct reports.

- EcoDrive Brand – designed and launched a nationwide (NZ) Business-to-Business programme, partnering with Green Earth Appeal and Green Fleet to offset carbon emissions with commercial fleet vehicles. A first in New Zealand.
- Cardsmart Brand Fuel Card – revamped this initiative from product design through to go-to-market strategy, which resulted in significantly increased card acceptance by 26%.

Diners Club New Zealand, Auckland (www.dinersclub.co.nz)

A premium global brand with a heritage as the world's first charge card, now in over 200 countries and 70 currencies.

Head of Marketing & Digital – 2011 to 2014

Created and led transparent, profitable marketing, digital and online marketing strategies to achieve strong business growth. Managed a team of 11 direct reports, plus 12 FTE call centre staff.

- Enhanced Portfolio & Revenue – launched a new \$12m personal loan portfolio within 3 months of starting at DCNZ which increased by 665%, revenue by 480% and credit card growth of 85%.
- Value Propositions – created a series of new offerings and benefits for the card brand portfolio and rewards programme, which resulted in an increase in monthly card member spending.
- NZ Golf & Diners Club Co-branded Card - collaborated closely with NZ Golf and 600 Affiliated Golf Clubs in NZ to market to 10k card members, resulting in \$2.03m in spend and a 26% increase in average card spend.

Walt Disney Studios Motion Pictures New Zealand, Auckland (<https://thewaltdisneycompany.com>)

One of four significant businesses as part of The Walt Disney Company worldwide.

Consumer Promotions Manager (Contract) – 2006 to 2011

Under contracts with ApolloNation and Edge Loyalty, delivered national marketing promotions in liaison with key brand partners.

- Specialised Promotional Digital & Marketing Campaigns – delivered successful national marketing campaigns encompassing Disney, Pixar, Lucasfilm and Marvel film properties.
- Box Office Hit Disney Films – marketing campaigns included Cars 2 (\$5.6m), Tron: Legacy (\$50m), Tangled (\$585m), Toy Story 3 (\$1.1bn) and Pirates of the Caribbean: On Stranger Tides (\$1.4bn).

Bluelightideas, Auckland & Sydney (www.bluelightideas.com)

Founder/Consultant – 2002 – 2006/2015 – 2016/2022 - Present

Bluelightideas was a marketing agency, specialising in generating ideas that excited audiences, created loyalty, built brands and drove action. Managed a team of 3 direct reports.

- Specialised Promotional National Marketing Campaigns – delivered successful campaigns encompassing Hoyts, McDonald's, Subway, Pita Pit, Dunkin' Donuts, Burger King, Coca-Cola, Sony Pictures, Event Cinemas, Hoyts Cinemas, 20th Century Fox, Marvel, STUDIOCANAL, EA Games, Activision, PlayStation, Xbox, Atari and Nintendo.

Further professional history available on request

Qualifications & Training

Associate Degree of Science in Visual Communications | Micro-credential in Entrepreneurship | Micro-credential in Disruptive Technologies | Micro-credential in Organisational Agility | Learning Sprint in Product Management | Diploma in High-Frequency Communications

Personal Details & Tech Stack

Work Eligibility: New Zealand Citizenship

Tech Stack: Mac & PC – Mac OS X | Microsoft Office Suite (Complete) | Salesforce | HubSpot | Sugar CRM | Trello | Hootsuite | Adobe Marketo | G Suite (Complete) | Asana | Adobe Creative Suite (Complete) | Harvest | Mailchimp | Campaign Monitor | WIX | Unbounce | Canva | Square Space | Spotify | ClickFunnels | Google Ads | Google Tag Manager | Google Analytics | Slack | Meta (Facebook) Business Manager | Meta (Facebook) Ads Manager | LinkedIn Sales Navigator | Buffer | Active Campaign