

AMARNA JONES

BRAND & CREATIVE MANAGER

PORTFOLIO: amarnajones.com | PH: 0431 612 621 | E: amarna.jones888@gmail.com

PROFILE

Brand and Creative Manager with 15 years of experience building and scaling brands across FMCG, retail and high-volume marketing environments. Leading brand strategy and creative direction across NPD, packaging, retail marketing and integrated campaigns, translating commercial objectives into creative that performs in market.

Known for decisive stakeholder leadership, strong brand governance and the ability to align cross-functional teams and agency partners to deliver against timelines, budgets and launch requirements. Combining strategic leadership with strong creative judgement and hands-on craft to drive clarity, quality and commercially aligned brand execution from strategy through to market.

CORE SKILLS

(PROFESSIONAL)

Creative strategy and brand leadership

Brand governance and consistency

Cross-functional stakeholder management

NPD launch leadership

Retail marketing and range readiness

Go-to-market planning and execution

Agency leadership and creative direction

Campaign development and rollout

Briefing and project management

Workflow, resourcing, budgets and delivery governance

WORK EXPERIENCE

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- BRAND & CREATIVE MANAGER (2024 - Present)
- SENIOR CREATIVE DESIGNER (2020 - 2024)

Progressed into the Brand & Creative Manager role, leading creative strategy, brand governance and cross-functional delivery across NPD, retail marketing and campaigns. Work directly with the General Manager and senior stakeholders to align priorities to commercial objectives across key retailers.

Lead multiple NPD projects from concept to retailer rollout, coordinating cross-functional stakeholders and managing budgets, timelines and approvals. Oversee agency partners and maintain hands-on involvement when required to lift quality and keep delivery on track. During organisational change, stepped in as Acting Head of Marketing for six months, leading the marketing function and ensuring continuity across BAU, campaigns and NPD.

KEY ACHIEVEMENTS:

- Acting Head of Marketing for six months, leading the function through organisational change
- Led multiple NPD launches from concept through to production and retailer rollout
- Strengthened brand governance through tighter approvals and agency leadership

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CORE SKILLS

(TECHNICAL)

Adobe Creative Suite (Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Animate)

HTML5 display advertising (animation and build)

Packaging and print delivery (production-ready artwork)

WORK EXPERIENCE



SENIOR CREATIVE DESIGNER (2019 - 2020)

Endeavour Group (Woolworths Group portfolio), delivering creative across Dan Murphy's, BWS and Cellarmasters.

Delivered high-volume campaign creative across EDM, paid social and digital assets, partnering with developers and stakeholders to ensure seamless rollout, brand consistency and on-time delivery to retail deadlines.

KEY ACHIEVEMENTS:

- Owned day-to-day campaign delivery, managing stakeholders, approvals and fast-turn timelines.
- Upskilled designers across digital production workflows to lift speed, consistency and quality.
- Delivered EDM and paid social creative, meeting fast retail deadlines.



SENIOR CREATIVE DESIGNER (2017 - 2019)

Woolies X (Woolworths Group digital division), delivering digital creative across programmatic and paid social campaigns, as well as EDMs for brands including Woolworths Rewards, BIG W, BWS and Woolworths Insurance and Financial Services.

KEY ACHIEVEMENTS:

- Delivered programmatic and paid social creative across multiple brands
- Worked with digital and media teams to develop creative optimised for placement and performance
- Mentored designers to improve speed, consistency and quality across digital delivery

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WORK EXPERIENCE



SENIOR DIGITAL & MOTION DESIGNER (2016 - 2017)

Contract Senior Creative delivering end-to-end campaign creative across digital, print and OOH. Led concept development, motion design and execution for multiple agencies and client teams, maintaining quality under fast deadlines and complex stakeholder input.

KEY ACHIEVEMENTS:

- Art directed junior and mid-weight designers across multi-channel campaign delivery
- Led concept development through to final delivery for high-profile client campaigns
- Delivered premium creative across digital, print and OOH formats in fast-paced agency environments



SENIOR DIGITAL & MOTION DESIGNER (2014 - 2016)

Senior designer producing digital advertising and motion creative across gaming and home entertainment. Delivered campaign assets across online, cinema and out-of-home placements across Australia and New Zealand, including HTML5 display, social and EDM creative, alongside supporting print and production delivery.

KEY ACHIEVEMENTS:

- Animated cinema trailer creative for *Batman: Arkham Knight* (AU/NZ)
- Design lead for campaign creative supporting *Mortal Kombat X*
- Delivered multi-channel campaign assets across cinema, digital and OOH for major game launches

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EDUCATION

Bachelor of Applied Design, Billy Blue (2011)

Associate Degree in Multimedia Design, Billy Blue (2009)

WORK EXPERIENCE



DIGITAL & MOTION DESIGNER (2013 - 2014)

Designed and animated digital campaign assets for film and entertainment releases, producing HTML5 and rich media banners, website assets and online advertising for distributors including Sony Pictures Releasing, StudioCanal, Entertainment One and Palace Cinemas.

KEY ACHIEVEMENTS:

- Delivered AU/NZ digital campaign creative for Sony Pictures Releasing titles
- Lead designer across digital and outdoor advertising assets
- Created high-volume banner and website creative across multiple film distributors



DIGITAL & MOTION DESIGNER (2012 - 2013)

Created digital and print campaign assets for national dealership advertising, producing banner creative, EDM support assets and pitch presentations across multiple accounts.

KEY ACHIEVEMENTS:

- Lead designer and animator for dealership digital advertising
- Partnered with account managers to deliver campaign creative across multiple dealerships
- Developed pitch decks and presentation assets to support new business