

# Adam Vincenzini

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Accomplished content specialist.

Creative problem solver.

Ex content agency founder.

## Professional summary

- 17+ years of experience in Australia, United Kingdom, and across EMEA MENA and APAC.
- Successfully founded, grew and sold my own content and digital agency.
- Lengthy history of establishing new divisions and departments.
- Proven ability to unearth insights, develop strategy and be creative in equal measure.
- Experienced relationship and client manager.
- Passionate about empowering and mentoring talented people.
- Founder of award-winning marketing and media blog [AdamVincenzini.com](http://AdamVincenzini.com).

## Core values

- Imagination
- Growth
- Partnership
- Simplicity

## Key strengths and attributes

- Agility and adaptability
- Emotional intelligence
- Technical and subject matter expertise
- Data interpretation and application
- Eye for compelling content
- Entrepreneurial spirit and mindset

## Timeline

### Consulting

#### Major content projects

2017 – Present

Strategy, ideation, editorial direction, client counsel and project management (primarily Visa and MINI).

### Managing Director

#### Ogilvy PR Melbourne

2017

Business management, senior client counsel, new business and product development.

### Founder and Managing Partner

#### Kamber (specialist content agency)

2013 - 2016

Business management, senior client counsel, strategic and creative lead, agency marketing, new business and product development.

### Head of Social Media

#### Mango and DDB Melbourne

2012 - 2013

Department head, strategic, creative and client lead.

### Head of Digital

#### Paratus Communications London

2007 - 2012

Department head, strategic, creative and client lead.

### Marketing Communications Manager and Website Editor

#### Cricket Australia

2005 - 2007.

### Account Manager

#### Hill & Knowlton London and Melbourne

2001 - 2004.

## Brand experience (snapshot)



## Education

Bachelor of Arts (Public Relations) at RMIT University (graduated with honours)

## Visa status

I have the legal right to work in Australia and the European Economic Union

# Role and company experience

## Consulting (Australia)

**2017 – Present**

*Major content projects and digital transformation*

The bulk of my time since becoming a consultant has involved leading major content programs for Visa AU / NZ and MINI Australia. The agencies I've worked with include Kamber, SenateSHJ, icon Agency and ThinkTank Social.

Both brands have relied on me to put online storytelling at the centre of their marketing and communications efforts. For Visa, I've worn several hats including managing the client relationship, and being both managing editor and creative director. For MINI, I've primarily played the roles of strategy director and creative director.

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## Ogilvy Public Relations (Australia)

**2017**

*Managing Director, Melbourne*

Ogilvy PR is one of Australia's largest communications agencies and as the head of the Melbourne office I led a team of nine people working across consumer and B2B sectors.

### Key responsibilities:

- Business, team and financial management
- Senior client leadership and relationships
- New business generation and management
- Integration with sister agency, Ogilvy & Mather

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## Kamber (Australia)

**Specialist content, social and digital agency**

**2013 - 2016**

*Founder and Managing Partner*

I founded Kamber with the aim of creating a data-driven agency that specialised in developing content to thrive in digital eco-systems.

Our services included digital and content strategy, content and video production, website development, digital design, media buying, SEO, and advanced analytics.

### Achievements

- Establishing the agency from scratch, building an enviable client list and operating profitably within 12 months of launch
- Launching a specialist video production division in year two to capitalise on client hunger for affordable lightweight video content
- Consistently using our data-driven approach to influence solutions beyond the digital sphere

### Key responsibilities

- Business, team (six) and financial management
- Product development and marketing
- New business generation and management
- Specialist creative and strategic input across entire client portfolio

## Mango / DDB (Australia)

**2012 – 2013**

*Head of Social Media*

I joined Mango / DDB as its first ever Head of Social Media and was tasked with creating social media and content capability across the business. In the space of 12 months I had built a team of four and drove complex projects for some of Australia's leading brands.

### Key responsibilities

- Lead the social media division (people, products and profit)
- Introduce new ways of working, tools and processes
- Drive strategic and creative output
- Oversee the delivery of all services (content production, community management, SEO, SEM, media buying, reporting and measurement).

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## Paratus Communications (UK)

**2007 – 2012**

*Head of Digital*

I created the digital division within the agency from scratch to service the growing need for new services from clients including Coca-Cola (Europe), Costa Coffee (EMEA and MENA), Starbucks, Vodafone and AXA. The services offered (content, social, web dev, video seeing etc.) were responsible for the rapid growth of the business during my tenure.

### Key deliverables

- Develop and evolve products to solve client problems and generate revenue
- Manage a team of three people (content producer, community manager and data analyst)
- Provide senior leadership to key clients
- Create and manage partnerships with external suppliers to create a full suite of digital solutions

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## Cricket Australia

**2005 - 2007**

*Marketing Communications Manager and Website Editor*

### Key responsibilities

- Manage proactive PR for major Cricket Australia events, properties and partners
- Develop content on a monthly basis for cricket.com.au and Inside Cricket
- Cultivate relationships with broadcast partners

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## Hill & Knowlton (UK and Australia)

**2001 - 2004.**

*Account Manager*

I was part of the brand and sports marketing divisions in both offices working on clients such as adidas, Mitsubishi, B&Q, Procter & Gamble (Wimbledon Sponsorship), Cadbury Schweppes and Kit Kat.