

Shelby Hayden Craig

Executive Creative Director

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USA & AUS Citizen

Think Truck September 2017 - Present

Co-Founder, Executive Creative Director

I co-created Think Truck in 2017 to become a collective of idea builders from the strategy, design, creative and production worlds. We deliver fast, fresh thinking that solves the diverse brand and communications problems for agencies, brands and media publishers around the world. For 3.5 years, I've lead the business to average half a million dollars in revenue per year, led diverse teams of copy-writers, art directors, designers, film makers, strategists, producers and developers.

Work:

- Delivering pitch winning strategy and ideas for brands and agencies.
- Branding and re-branding start-ups and legacy businesses through strategy, story and visuals.
- Executing creative campaigns across media channels and sectors - both B2B and B2C.

Clients: Myer, Avenida Partners, Borough Studios, Boss Hunting, Carat, ColonySix, Derwent, Hearts & Science, Infinity2, MediaCom, My Career Lab, Now We Collide, OMD, Orfium, Omnicom, Oxford Road, Side-Note, The Park, The Versatile Gent, VICE, Virtue.

MediaCom Los Angeles, MediaCom Beyond Advertising September 2015 - September 2017

Partner, Creative Director (Global)

MediaCom Los Angeles transferred me from MediaCom Australia for two reasons: One - establish and lead the content arm/department "MediaCom Beyond Advertising" in the Los Angeles office. Two - provide global creative leadership for MediaCom Beyond Advertising, strategically based between UK/EU and APAC creative teams.

Work:

- Lead and created the first piece of successful social content for Temperpedic Globally.
- Lead all creative content work for the 2015 global Sony pitch resulting in globally winning PlayStation.
- The creative lead across numerous new business pitches and content projects.
- Lead a team of 12 creatives globally and a building a cross discipline content team locally.

Clients: PlayStation, Tempur-Sealy, RING, Silvercar, TOMS, Princess Cruises and others.

MediaCom Australia, MediaCom Beyond Advertising May 2011 - September 2015

Creative Director (National)

Hired as the first creative director within the newly created content arm MediaCom Beyond Advertising,

Work:

- Concepted, pitched and lead every piece of creative work from MediaCom Australia for 4.5 years.
- Recruited, nurtured and lead a team of copywriters, art directors, designers, film makers and editors.

Awards:

My work earned award firsts for the agency globally such as: a Merit at The One Show (Alienware-Area 52), a Silver Pencil (Westpac - Air Rescue), a Silver at Spikes Asia (Westpac - Air Rescue) and many more

Clients: EA Games, Dell's Alienware, Audi, Skoda, Canon, P&G, Volkswagen, Westpac Bank, Delonghi, REA, NSW & QLD Governments, NRMA, Princess Cruises, Bayer, Revlon, Foxtel, Universal Pictures, and The Starlight Foundation.

McCann Erickson Worldwide Australia April 2010 - May 2011

Creative / Art Director

Clients: MasterCard, Kleenex Cottonelle, Uncle Tobys, Cure Cancer, Michael Hill, Lego, and Viagra.

Shelby Hayden Photography April 2006 - April 2014

Photographer / Owner

Publications: Australian Women's Weekly, Inside Sport, Waves TNT, Jetlag, Riptide, The Surfers Journal, Transworld Surf.

Clients: RedBull, Volkswagen, P&G, Cornetto, Hyundai, Sydney Children's Hospital, The Sports Authority, Santa Barbara Salsa, Mission Hockey, Catch Surf and Hurley.

Education:

Chapman University - College of Performing Arts/Dodge College of Film and Media Arts - Orange CA, USA
Art Center College of Design, Pasadena, California