

# Michael Trenergy

“Brief Resume - Concept Designer, Strategist, Planner & Creative Mind”

Aussie & British citizen living in Finland

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## Introduction

Looking for concept design, strategy & planning role within an agency with meaty & exciting clients both in Finland & globally. Very passionate & experienced across all areas of the internet with 12 years global experience to offer with experience developing & creating new business strategies, designing creative & brand leading concepts, driving client relationships into new areas in the digital marketplace and always looking at the big picture, which means everything - not just digital!

Some clients & projects have included Nokia, Isobar, Carat, One Digital, Ogilvy, JWT, RMG Connect, Walt Disney, Samsung, Vodafone, HSBC, American Express, Qantas, Tourism Australia, Fosters, Hartwall, Toyota.

## Experience

### **Concept Designer / Strategist, Ikonik, Helsinki, January 2009 - Current**

Founder and digital concept designer, strategist and planner at Talentbase & Nokia. Projects have included working as concept designer & IA/UX for Nokia.com and strategist & concept designer for Location & Commerce unit “AKA” Nokia Maps & Social offering.

Always working on many small projects with a network of friends/freelancers around the globe... Just for fun!

### **Marketing Consultant, Fruugo, Helsinki, August 2008-December 2008**

Worked with Fruugo focusing on the concepts behind the design & marketing of the business. General responsibilities included Concept development, marketing strategy, email strategy, traffic acquisition & all round concepting with the design team.

### **Digital Consultant, Isobar, Helsinki, June 2006-July 2008**

Strategic development of global & local client accounts in Finland & the overall Isobar business strategy - acquiring Whitesheep to the family, building & strengthening digital relationships with Carat & Vizeum clients, evangelizing digital & its place in the media mix both internally to “old school” media guys & externally to clients.

Some clients included Adidas, Elisa, EMI, Toyota, Hartwall, Danone & Air Finland...

### **Account Director, One Digital, Sydney Australia, March 2006-June 2006**

OneDigital is a leading new media/digital marketing agency in Australia - part of the Isobar network. My primary focus was to lead the Tourism Australia account. Global alignment of the marketing strategy in Asia, European, America markets. Overall strategy, planning, client management & project management of design & development teams globally.

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### **Senior Producer, Singleton Ogilvy & Mather, Sydney, Dec 2005-March 2006**

Freelance producer managing campaign / project for American Express & Qantas Project. Core focal area on strategy, campaign planning, creative mediation, managing team of designers, planners & developers, agency selection & partnership & overall client direction.

### **Senior Project Manager, RMG Connect, Sydney, Sept 2005-Dec 2005**

Freelance producer managing campaign / project for the launch of the Vodafone 3G network in Australia. Core responsibilities include overall client direction, strategy, creative planning, media planning & essential end-to-end client/project management.

### **Account Manager, Gruden, Sydney, Sept 2003-Sept 2005**

Account Manager for Walt Disney & Disney Channel in Australia - on-site development of account. Client & creative direction and concept design of ideas within the digital stream while working closely with all broadcast channels.

Additionally acted in Account Management role for clients including Fosters, Commonwealth Bank of Australia, Citibank Australia and various other small accounts also.

### **Business Development, M-co, Sydney, March 2002-May 2003**

Developed online trading & portfolio management solutions for various government bodies in Australia, primarily energy companies. Core focal area was to develop client accounts & evangelize our products to our clients around Australia.

### **Business Development, Agriflow, London, July 2000-Jan 2002**

Developed agricultural online trading solutions in a start-up environment. Primary role was to develop accounts around the UK, Holland & Benelux regions - training, business development etc...

### **Interests**

World traveller, culturally aspired photographer, huge passion for the internet, entrepreneurship, design, architecture, snowboarding, surfing, rock-climbing, gym, running, socializing, eating & drinking out - all around social, fun & very active guy!

### **Skills / Clients / Referrals / Education**

What can't be found here or in LinkedIn - Please just ask & don't be afraid - I'm just an Aussie & we don't bite!