

SASHA ODRISCOLL

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Dynamic Creative and Art Director with a knack for turning concepts into captivating visual stories. Goes beyond delivering solutions; by sculpting narratives that linger. Recently transitioned from one creative hub to another — Melbourne to Amsterdam — bringing with a trail of conceptual work and top-tier productions, showcasing a flair for disruptive thinking and storytelling. As a seasoned creator, the journey has been marked by collaboration with cross-functional teams, from ideation to seamless post-production. Driven by a passion for digital trends and emerging technology, while boasting an all-rounder skill set and a good dose of creative resilience.

ART DIRECTOR

Recent Achievements

Conceptualised and Directed 5EP Branded Documentary

As the driving force behind the multi-platform release of 'Journeys,' I oversaw all stage of production with a clear focus on achieving creative excellence. The outcomes speak volumes: amassing over 3.5 million audience impressions and boasting an impressive 97% completion rate for BVOD. This project stands as a testament to my ability to craft compelling and impactful content. Throughout the project, my strategic management and collaborative leadership played a key role, delivering a final product that not only surpassed expectations but garnered high praise.

Expanded project scope by 60% through proactive client management.

Demonstrated creative leadership by steering the development of high-quality work across 40+ briefs, skilfully broadening the scope from smaller design projects to expansive productions. Fostering trust and collaboration, I cultivated a lasting client relationship grounded in mutual success.

Experience

Creative Lead

Hogarth AU (WPP)

July 2021 - Dec 2023

Senior Content Creative

Hogarth AU (WPP)

Aug 2020 - July 2021

- Transformed high-level marketing concepts into successful digital, stills and video campaigns.
- Collaborated with clients to absorb knowledge, define opportunities and develop creative concepts and treatments, bringing ideas to life.
- Established and maintained strong client relationships, showcasing solid creative judgment, backed by experience and examples.
- Directed and managed all still and motion shoots, from composition to talent casting and post-production.
- Conceptualised TV and virtual production scripts in partnership with the Creative Director.
- Managed over 60 briefs and projects, spanning 15+ brands, working collaboratively with cross-functional teams from concept to post-production and delivery.
- Led a team of three direct reports, identifying opportunities to up-skill and mentor.
- Contributed to shaping creative culture and value proposition through major business restructure.
- Persuasively presented and sold ideas to clients and part of new business pitch team, pitching and winning a \$4M supermarket retailer.
- Proactively involved in agency Web3 committee exploring the intersection of social and technological innovation.

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Senior Creative

TOFU Agency

Sep 2019 – Aug 2020

- Piloted an impactful initiative nationwide, with a focus on youth road safety.
- Implemented a new photography strategy for an international frozen pizza brand
- Conceptualised interactive microsite for wind forecasting tech
- Elevated art direction for a fresh illustration style for government projects
- Led social strategy and art direction for various FMCG clients
- Managed the studio and provided mentorship to junior designers
- Directed photographers, illustrators, designers and production staff

Art Director

The Taboo Group

July 2018 – June 2019

- Led national road safety activation, from naming to full-scale management
- Art Direction for beauty's 'Woodstock' – a groundbreaking festival for a global beauty retailer
- Focus on disruptive brand activations across multiple clients
- Developed and executed Art Direction for digital, print and experiential, activation campaigns across multiple brands
- Inspired and guided the vision of the design team for campaigns
- Managed talent and production for social clients

Art Director / Designer

Hedgehog Agency

Jan 2018 – July 2018

- Ideated brand activation at Australian Open Tennis (National Sporting Event)
- Led gorilla launch campaign for an order-ahead app
- Rebrand and launch campaign for co-working space
- Brand campaign for Australasia's premier creative, tech and business festival
- Ownership of multiple projects from start-to-finish

*Earlier career (2016 onwards) involved Art Director and Designer roles, with previous experience in brand design and event production.

Education

Royal Melbourne Institute of Technology (RMIT)

Bachelor of Communication (Advertising)

Shillington Education

Certificate IV in Design

Award School

12 Week Intensive

Extracurricular

Co-Founder | Germ Netherlands

Host | Articles Club Amsterdam

Event Experience Designer | TED Talks Conference

Designer | Human Rights Arts & Film Festival

Skills

Creative Leadership

Art Direction

Narrative and storytelling

Conceptual Thinking

Storyboarding & treatments

End-to-end Production

Pitching

Relationship management

Styling and talent

Graphic Design

Wireframing

Generative AI (Mid-Journey / Dall-E2)

Adobe XD

Adobe Illustrator

Adobe Photoshop

Adobe Indesign

Adobe After Effects

Adobe Lightroom

Desktop publishing

Blender

Milanote

Figma

Miro