

LUKE PARSONS

Creative commercial leader

📞 0421 367 325

🌐 www.linkedin.com/in/lukeparsons-123

✉ lukejayparsons@gmail.com

📍 Sydney, Australia



EXPERIENCE

Head of Studio - Sydney

The Studio at SCA

📍 Sydney, Australia

The commercial creative service department, within SCA. Helping to guide, build and execute multi-platform solutions for advertisers:

- Generating strategic plans that guided the department to have the highest team happiness scores and business conversion of 68%
- Developing a culture to maximize creativity and collaboration with an internal NPS score that has increased YOY
- Guiding team to maximize workflow and efficiencies which created 33% more capacity for commercial briefs (v's equivalent markets)
- Collaborating and working alongside SCA Product teams across all verticals to deliver the best results for all partners
- Delivering innovation projects with the aim of increasing investment across SCA platforms and creating FAME for The Studio at SCA
- Working with key partners and Influencers that resulted in recurring partnerships
- Working with the top 20 Media Agencies along with Direct clients, ongoing, to deliver on their marketing communication objectives

Campaigns Ideas Director

SCA

📍 Sydney, Australia

Directing ideas that delivered client results and won business for SCA:

- Responsible for all commercial output for Sydney Media Agencies which generated over \$100 million per annum
- Created ideas that converted above the benchmark of 24%
- Created a new way to collaborate with Agencies/Clients/Publishers - which resulted in an uplift of more than \$1.7 million in New Business
- Formulated processes and the pathway for Strategy/Research to deliver Insight-Led solutions as part of advertiser responses
- Delivered best practice Creative Workshops to ensure consistent team outputs
- Positioned Creative Services as the 'go to' collaborative ideas partner
- Developed a tool that allowed ideas to be communicated more effectively, resulting in roll out of this framework to National teams

Head of Integration

SCA

📍 Brisbane, Australia

Purpose was to work with the product team to help deliver ideas that engaged fans and won business

- Collaborated on a strategy that drove more people to SCA's platforms and made the stations become #1 and #2 in market
- Increased sell rate of integrated ideas by 40%
- Created the first ever Audio Pop Up, that was a market place for food, music and Influencers, increasing attendance v's the average benchmark for comparable events

ACHIEVEMENTS



Fostering a culture ranked globally in LSI's top 40%



Increased Sydney's conversion from 24% to 68% during tenure



Created and implemented systems to create efficiencies - Resulting in an increase of capacity for briefs - 33% more volume than Melbourne market, with the same resources



Co-created thought-leadership products around Audio Branding/Creative (i.e. BRANDSOUND, SoundVibes, Studio Jam Sessions) that resulted in an uplift of over \$1.7M in revenue



Orchestrated the only show to be featured on The Ellen DeGeneres Show in the US



Created and Produced one of the only Breakfast Radio/TV shows broadcast on Free to Air TV.



Produced first-ever experiential Breakfast broadcast event that consistently attracted 2000+ people visiting daily

STRENGTHS



Creative

Helping teams reach their creative potential ensuring Ideas for commercial partners drive client effectiveness.



Vision

Seeing the client landscape and identifying commercial opportunities.

EXPERIENCE

Breakfast TV Producer

SCA

📍 Sydney, Australia

The role was to work with influencers to create a show that delivered new fans and create unique ways to engage additional fans

- Delivered a campaign that was featured on The Ellen DeGeneres show, which has never been replicated or done in Australia again
- Directed the first ever audio/TV show that broadcast on Free to Air TV
- Created the first show to be broadcast simultaneously on radio/TV
- Helped the show to become #1, winning the ratings and becoming biggest show for that market

Other roles throughout my career

SCA

📍 Brisbane and Gold Coast, Australia

- Response and Activation Manager - Brisbane
- Promotions and Marketing Director, Sea FM/Gold FM - Gold Coast
- Sea FM Brand Manager - Gold Coast
- Breakfast Producer/TV Producer - Gold Coast
- Sea FM Coordinator - Gold Coast
- National Network Coordinator - Gold Coast

STRENGTHS



Collaborating

Identifying and using the strengths of the 'pack' to create winning outcomes.



Leadership

Rallying individuals to all 'row' in the same direction, towards a common goal

EDUCATION

Bachelor of Applied Science Majoring in Biotechnology

Queensland University of Technology

📅 2000 - 2003

Diploma in Business Management

QLD TAFE

📅 2007