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To whom it may concern,

With over 25 years of diverse experience leading global brands, founding and scaling my own FMCG startup, and holding senior leadership roles in brand and marketing, I believe my unique combination of strategic leadership, creativity, and hands-on operational experience can contribute to your success.

Throughout my career, I've consistently demonstrated an ability to build brands and organisations from the ground up by focusing on strategic problem-solving. My background in business school has ingrained in me the core principles of diagnosing business challenges, setting clear strategic visions, and executing with precision. This methodology has been the key to my success in driving impactful outcomes for every business and brand I've worked with.

As a leader, I see my role as that of a high-performance coach. I don't just set the vision - I build and nurture the right teams to bring that vision to life. I'm passionate about empowering individuals, helping them unlock their potential, and guiding them to achieve exceptional results. My leadership style is hands-on, and I take great pride in fostering environments where creativity, collaboration, and excellence thrive. Over the years, this approach has led to recognition in creative and business-building awards, including Cannes, D&AD, Webby, One Show, and Effies.

I firmly believe in the power of creativity to drive business results at every stage of the marketing funnel. I've led bold, ambitious campaigns for high-profile brands, across large portfolios, ensuring that every consumer interaction reinforces the brand's core platform. From analytics to channel planning, budget management, and portfolio oversight, I bring a comprehensive skill set that can contribute to Publicis Group success.

What I do best is use creativity to move brands forward, whether leading agencies and organisations to elevate their brands, help turn Tiger Beer into a billion-dollar brand, making Google feel like an Aussie, getting a startup off the ground or helping an engineering company accelerate its success against a Goliath of competition.

An excellent communicator and public speaker, I am comfortable in front of groups big and small, which helps bring people together, make decisions and drive them forward. A rare talent that mixes strategy, leadership, creativity, marketing savvy, big ideas, and operations in one brain. You can see my full portfolio at www.ryanbernal.com.au

I'd love to talk about my next adventure.

Sincerely,



Ryan Bernal



RYAN BERNAL

Marketing | Advertising | Brand | Leadership

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SUMMARY

A passionate executive with a brand building career leading advertising agencies and major accounts, to a start up, to client-side with professional services. With a proven track record in marketing and brand strategy, revenue driving campaigns across media and team leadership, I believe in creativity's ability to solve business challenges and drive growth.

KEY ACHIEVEMENTS



Repositioning a Company for Success

Repositioning Atlas Engineering, executing a new brand identity, impacting internal systems to optimise client relationships and helping navigate a successful sale.



Launching and Selling a Startup

A side hustle, I launched No Ugly wellness tonics in Australia, securing distribution, being listed in over 550 Woolies and selling the business all in less than 3 years.



x3 'Hottest' Campaign Brief Rankings

Fostering a culture of creativity resulting in three 'hottest' Campaign Brief agency yearly ranking and helping 72andSunny Sydney become Campaign briefs Agency of the Year 2022.



>80 Creative & Business Awards

A legacy of creative and effectiveness awards (Cannes, D&AD, One Show and Effies) across a stable of brands in all media including Integrated, Film, PR, Activation, Packaging and Digital/Social.

CERTIFICATES

Digital Marketing, Content Marketing, Social Media Strategy I, Social Media Strategy II, SEO I, SEO II, Technical SEO and AI Search Essentials

PROFICIENCIES

Google Workspace, Microsoft 365, Keynote, Canva, Klaviyo, Cin 7

Passions

Fitness, Politics, Travel, Surfing



Experience

Advisory - Infrastructure & Built Environment

Consultant & Head of Marketing

📅 2023-Present

📍 Sydney, Australia

- Delivering a mix of management consulting and marketing leadership to organisations within infrastructure and the built environment where the need for differentiation and creativity is critical, especially in legacy environments.
- I led the development of full brand repositioning from vision, Vision, Mission, EVP and Values through to brand identity and marketing collateral for [Atlas Engineering](#).
- Advisory roles on business planning, relationship planning, new service offerings, client reporting, process mapping and corporate strategy.
- Created a Master Tender Template and case repository to cut tender workload and differentiate through design.
- Overhauling social strategy and execution delivering +53% Engagement and +37 followers vs. six months prior for a top 10 global architecture firm.
- Adept and stakeholder management and board reporting.
- Delivering strategic guidance for acquisition including sales documentation including Company Information, Transition Workshops and brand integration.

72andSunny

General Manager & Head of Brand

📅 2021 - 2023

📍 Sydney, Australia

- Brought on to advise a first-time CEO on ANZ operations, process, team structure and finance to set 72andSunny on the right trajectory.
- I helped reshaped the agency model and address financial challenges driving a significant lift in profitability to hit yearly targets.
- Integral part of the new business team winning 7 of 9 pitches including BCF, MLC, [Taco Bell](#), [Edith Cowan University](#) and [4 Pines Brewery](#).
- I contributed to the agency's first Campaign Brief Agency of the Year award (2022), leading major accounts including [Google](#) (+20% Brand Advocacy), delivering Taco Bell's first six consecutive weeks of sales growth, launching [Who Gives A Crap's](#) first global campaign, led the repositioning of ECU's best-performing campaign on record, and created the theme and keynote content for [Google Marketing Live APAC](#) (B2B).
- Full P&L responsibilities and team mentorship.

Marcel (formerly Publicis Mojo)

Managing Director & Head of Strategy

📅 2013 - 2020

📍 Sydney, Australia

- Joining Publicis Mojo in 2013 at a low point, this was a turnaround story. Restructuring and rebranding as Marcel Sydney in 2016, the agency was ranked a Campaign Brief "hot" shop every year, won 50+ local/international awards, and more than doubled staff to 45 at its peak.
- As part of my role, I led a number of the agency's largest accounts including [Tiger Beer](#) account where I doubled agency over three years and helping Tiger reach \$1B in revenue along with a multitude of global recognised awards.
- As part of the new business team, I helped secure major global and local wins including Tiger Beer, [Tinder](#), [\[yellow tail\]](#), [Cerebral Palsy Alliance](#), [OPSM](#), [AirAsia](#), [Powershop](#) and [Huawei](#).
- Full P&L responsibilities and team mentorship.

SKILLS

Leadership, strategy, brand strategy, business development, marketing planning, board reporting, public speaking, client services,

EDUCATION

Honours Business Administration

Ivey School of Business, Western University

📅 1996-1998

📍 London, Ontario

