

RYAN BERNAL

Marketing | Advertising | Brand | Leadership

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Working both Agency and Client-side, I've had the fortune to lead some of the best teams and brands in the world across earned, owned and paid media, driving results through strategy, creative problem solving and focused marketing ecosystems. Whether leading the global Tiger Beer account and helping turn it into a billion dollar brand, making Google feel like an Aussie or helping a scale-up get to the next level, I believe creativity in all its forms delivers the best results. Working on both Agency and Client side, I've championed teams, strategies and campaigns that have won creative and business building awards including Cannes, D&AD, Webby, One Show, and Effies.

An excellent communicator and public speaker, I'm comfortable in front of groups big and small, can bring teams together to 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. Highlights include:



EXPERIENCE:

Atlas Engineering Group
Consultant & Head of Brand & Marketing
NOV 2023- Present



Atlas Engineering Group helps deliver over \$2B in water infrastructure projects competing with global players for 15+ years across ANZ. To support their ambition for growth, I led a [brand repositioning](#) that sharpened market differentiation, focused business goals and aligned culture and hiring and brought marketing foundations to the organisation for the first time. Supported by a GTM strategy, the repositioning has augmented how the brand delivers internally and externally contributing to ~20% YOY growth in a long sales cycle industry.

Key Achievements

- Repositioned the brand, including positioning, identity, EVP and GTM strategy.
- Crafted sales materials including organisational and service line capability statements and sales presenters.
- Instituted and co-developed key client and relationship plans, key client reporting and case study templates.
- Collaborated with executive leadership to overhaul bid delivery with a Master Tender Template cutting tender workload by 40% and elevating design.
- Delivered a foundational marketing ecosystem across social (+44% monthly follower growth rate (organic) vs industry avg. and 26% avg. engagement rate), thought leadership, events, PR, phase 1 web update and planned rebuild.
- Review analytics and implement optimisations along with the introduction of marketing AI tools (Canva, Claude, Midjourney, ChatGPT).
- Upon notification of a buyer, I delivered strategic guidance for the founder, crafted sales documentation, advised on transition workshops and brand integration options.
- I continue to drive marketing leadership for Atlas and consult with their new owner, Seqauna Group, on both marketing and business strategy.





72andSunny



General Manager, Head of Brand

Nov 2021-Nov 2023

As part of the management team, I co-led agency operations, new business, key accounts and the account management department.

Key Achievements

- Brought in to help advise a first-time CEO on ANZ operations, process, team structure and finance, I helped reshaped the agency model, drive consistent 12% revenue growth, and won 7 of 9 pitches including BCF, MLC, Taco Bell, Edith Cowan University and 4 Pines Brewery.
- Contributed to the agency's first Campaign Brief Agency of the Year award (2022) and led major accounts. Key account accomplishments include:
 - Strategic delivery across Google's portfolio: [Brand](#) (+20% brand advocacy), [Product](#) (+80% YOY growth), [Search](#) (download and DAU goals achieved) and Google APAC's premier B2B conference [Google Marketing Live](#) (guest satisfaction and pipeline support delivered).
 - Launched [Who Gives A Crap](#)'s first global campaign to support its retail entry (+19% YOY growth).
 - For [Edith Cowan University](#), I led the repositioning from a "super-TAFE" to a destination for creative thinkers. The platform was embedded across communications, student recruitment, partnerships and internal culture, resulting in their strongest intake results and a measurable uplift in brand consideration.
- Structured, led and mentored the account team and P&L reporting and advisory.

No Ugly



Director

Oct 2020- Dec 2023

I launched a line of New Zealand Wellness tonics into the Australian market. An initiative that I was devoted to full time at inception, then as a side hustle along with other full time employment (72andSunny).

Key Achievements

- After a career in advertising, I launched [No Ugly wellness tonics](#) in Australia—handling everything from finance, logistics and pricing to sales, packaging, e-commerce, socials, comms and marketing. A true one-person start-up.
- The brand launched in January 2021; by April I secured a national distribution deal with Australia's leading health-foods distributor. I achieved listings in 550 Woolworths stores, Costco, WHSmith, and soon a major café/food distributor. I led award-winning campaigns and managed agencies, influencers and analytics.
- After nearly three years as janitor-to-CEO, landing Woolworths was a major milestone. But with tight margins and the need for significant scale investment, I sold the business back to NZ HQ, where it's now part of the ANZ operation.



Marcel Sydney

Managing Director, Jul 2017-Sept 2020

Director of Client Services, May 2013 Jun 2017



From Director of Client Services to MD, I led agency operations, new business, key accounts and the account management department.

Key Achievements

- When I arrived as Director of Client Services, the agency was called Publicis Mojo and was need in need of a turnaround having lost major clients and 80% of staff. Through client focus, a restructure and a name change in 2016 to Marcel Sydney, we re-shaped the agency in a boutique recognised at the global level.
- Increasing revenue ~15% every year and winning 50+ local and international awards, the agency was ranked a Campaign Brief "hot" shop every year and increase staff by 125%.
- I led and secured major global and local wins including Tiger Beer, Tinder, [yellow tail], Cerebral Palsy Alliance, OPSM, AirAsia, Powershop and Huawei.
- I managed full P&L responsibilities, was a trusted partner to clients and I ensured every brand had a distinctive positioning, strong human insight and integrated communications across all touch-points, while supporting marketing planning and internal alignment. I cultivated a culture that aimed beyond Australia, resulting in more global clients and projects than any other Australian agency.
- Key account accomplishments:
 - Led the global [Tiger Beer](#) account driving 150% account revenue growth over three years and helping Tiger grow 140% to reach \$1B in revenue; its fastest growth and most awarded period in history.
 - I led the positioning, strategy and relaunch of [STEPtember](#) for the Cerebral Palsy Alliance delivering \$10.7M in fundraising; 150% of their goal.
 - I led positioning, strategy and launch for [Rio Tinto](#)'s first brand campaign, delivering +11% familiarity, +9% NPS and +36% campaign recognition at a quarter of BHP's spend.

Sound Alliance

Managing Director

Jun 2012 - Feb 2013



Responsible for the creation of a start-up youth agency within this youth media publisher. However, with the introduction of a new board six months later, they chose to focus on their core offering (media) and ceased agency operations. Sound Alliance has since gone on to become the highly successful Junkee Media, so I can't have too many hard feelings.

Key Achievements

- In my short time there, I increased the revenue of our founding client, Rekorderlig Cider by over 400%.
- In partnership with Pollinate, I created a Youth Research Report which was presented at Vivid 2013.
- Instituted strategic & creative focus elevating the level of creative output and formal Account Service training, KPI appraisal & evaluation.



US Sydney

General Manager (Maternity Leave Cover)

Dec 2010 - Mar 2012



A maternity leave cover, I led agency operations, new business, key accounts and the account management department.

Key Achievements

- In a maternity-cover role, I helped evolve the young agency into a more mature, digitally focused operation. I introduced formal account service training, KPI frameworks and restructured the business with key digital hires. I strengthened the agency's profile with a consistent PR program and contributed to new business wins including 1300 Homeloan, Suncorp Insurance and Koppaberg.
- The agency achieved a top-5 creative ranking in the 2011/12 Campaign Brief Review. I launched Nike's [She Runs platform](#)—transforming it from a sponsorship into a Nike-owned event that later scaled globally (Cannes Bronze). I also led SBS, delivering the globally recognised "7 Billion Stories and Counting," and managed the high-velocity Luxbet account, improving returns through an analytics-driven optimisation approach.

TBWA Sydney

Account Director to Group Head

Jan 2008 - Dec 2010



Leading the agencies largest portfolio of ANZ accounts, I was responsible for organic client growth, client business results and client satisfaction.

Key Achievements

- Won the PlayStation digital business resulting in substantial revenue and creative opportunities including a Bronze at the London International Advertising Awards and ADMA.
- Led strategic & creative development for a new e-commerce system, payclick by Visa, along with one of Visa's most successful campaigns to date transitioning people from Eftpos to Visa.
- Launched the 'Little Wins' Nicabate campaign which saw sales surpass targets and spawned the launch of the awarded Pledge to Quit campaign launched on World No Tobacco Day.
- Launched Rheem's most successful advertising campaign ever exceeding all KPIs.
- Account team management (5 direct reports).

Leo Burnett Toronto & Sydney

Account Supervisor to Senior Account Director

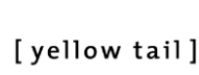
Oct 2002 - Dec 2007

Leo Burnett

FCB Toronto

Account manager to Account Supervisor

Jun 1998 - May 2002



CERTIFICATES

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

Google workspace Microsoft 365	Keynote Canva	Klaviyo Cin 7	Claude, ChatGPT Midjourney
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EDUCATION

Ivey School of Business, The University of Western Ontario, London, Ontario Degree of Bachelor of Arts, Honours Business Administration Dean's Honour List, 1996
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INTERESTS

Fitness, Politics

LANGUAGES

Fluent English

WORK ELIGIBILITY

Australian citizen

