

KIRSTY JANE BENNETT, Melbourne, Australia.

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2026–ongoing

Raising my daughter Mia, Melbourne.

Exceptional time management and decision making under pressure.

2022–2025

Tiny Disco, Senior Creative (Copy/Art Direction), Melbourne.

The team's go-to creative for concept development, copy and strategy.

Elevated campaigns with insight-led ideas and stronger storytelling.

Progressed into an art direction role, leading film and photography shoots.

Clients: Libra, ESQA, T2, Sephora, Dan Murphy's, TOM Organic, Libra,

Chemist Warehouse, and Open Universities Australia.

2019–2021

Polaroid, Senior Creative & Copywriter, Amsterdam.

Polaroid's sole copywriter, shaping the creative direction and tone of voice for the brand's revival. The Creative Director's right-hand thinker and wordsmith.

2018–2019

AKQA, Senior Content Writer, Melbourne.

Gave copy a voice and process in a design-led agency.

2017–2019

Mary Portas, Freelance Fashion Copywriter, Melbourne.

Worked with the London team to rebrand the Australian retailer, Sussan.

2016–2018

Frank Body, Head of Content, Melbourne.

The brand's first copywriter. A pivotal role that evolved from being a trusted writer for the brand's founders to leading a high-performing creative and content department.

2014–2016

Clemenger BBDO, Editorial Writer, Melbourne.

My first big ad job. As a former journalist, I was brought into the creative team to bring an editorial perspective to the brand's communications. Supported art directors on articulating their concepts, and also jumped client-side to bolster its digital team.

2012–2014

London Fashion Week, Assistant Producer, London.

Production for one of the world's largest fashion weeks. Clients: Erdem, Jonathan Saunders, Topshop, JW Anderson, & Salvatore Ferragamo.

2012–2014

Guinness World Records, Adjudicator, London.

Managed high-profile events involving thousands of participants, appeared regularly on live television, and remained calm and decisive across diverse cultures and high-pressure environments.

2012–2014

Creative Producer, London.

Freelance creative and producer on music videos, fashion shoots, and short films across Europe. Brands: Violet Magazine, Pentland Brands, and Sony/ATV.

2009–2011

ABC News, Behind The News National Television Presenter, Adelaide.

Presented news and current affairs to school-aged audiences across Australia. Part of the first cohort of ABC journalists trained in video production.

2008–2009

ABC News, News Cadet, Adelaide.

Selected as one of 12 cadets nationally for the ABC's prestigious journalism cadetship, trained by the broadcaster's leading foreign correspondents.