

# JARED WOODS

Established in 1978, Jared Woods turns sceptics into zealots. He's a passionate polymath who prefers great stories to boring slide decks. Jared is one of those people who's great to have as a friend and frustrating to have to follow in a presentation setting. He's also a great wedding MC, plays too much D&D, runs a decent trivia night and is the first person to suggest karaoke.

## SKILLS

- Energetic and creative problem-solver
- Blue-sky thinking, in-the-weeds reporting
- Creative, tenacious, and fanatical about feedback
- Kind, even when it's hard. Especially when it's hard.
- I'm a people person, in the sense that people are important to me. I invest heavily in my relationships and care about people's experience working with me. Strong anti-jerk policy.
- Diplomatic, direct and deliberate communicator.

## VALUES IN ACTION

- Borrow from your neighbours and add what is uniquely yours.
- The consistency of the slides isn't what wins them over. But its lack can lose them in a second.
- Where possible, be kinder.
- You're never competing with them. Only ever with who you'd let yourself be.
- If it can be destroyed by the truth, it deserves to be.

## EDUCATION

- Oh, so much grind
- RMIT Grad Cert in Marketing

## EXPERIENCES

May 2021 - March 2024

PwC Australia, Sydney

### **National Employer Brand Lead**

- Launched a national rebrand
- Managed four exceptional performers
- CRUSHED set KPIs for each cycle
- Managed social channels and employer reputation

May 2018 - Feb 2021

Optiver Asia Pacific, Sydney

### **APAC Employer Brand Lead**

- National campaigns for niche talent
- Redesigned EVP and recruitment process
- Massive campus recruitment
- Pioneered gamified recruitment skills competition with 500+ players

March 2011 - April 2018

Flourish Creative, Sydney

### **Big Dog / Useful Friend**

- Hired gun to friends in need
- Built marketing campaigns, strategic programs, kept clients (and kept them happy)
- Heretic, bad cop for hire, data nerd and dresser-up of ugly truths (as required)
- Jack of all trades, master of my fate - a great combo

June 2015 - May 2016

Ogilvy PR & Social, Sydney

### **Social Strategist, Creative Director**

- Social campaigns for big corporates, retailers and start-ups
- Ran a team of four creatives across Consumer and B2B PR as well as social
- Made the weird and wonderful for Microsoft, KFC, Sensis, Atlassian, Ford, Netflix and more

The distant past

Various, Melbourne

### **Assorted glories**

- Employer Brand lead, OneSteel
- Employer Brand lead, SKM
- Account manager in various agencies
- Qualified Baker, (Apprentice Of The Year 1998)