

Andy Sutherland.

Brand, Marketing & Creative Strategy Leader

Good for growth. Great for culture.

Sydney, NSW (she/her)

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Award-winning brand and marketing leader with 18 years across financial services, global tech, travel, government, agency and startups. Full-funnel by training and by habit: brand strategy and positioning, creative direction, copywriting, design and PR through to campaigns and conversion. Comfortable at executive level, leading cross-functional teams and managing eight-figure budgets.

+25%

YoY brand growth, +7%
business · GoDaddy AU

73%

brand awareness in year one
· GapOnly

+6%

YoY brand consideration lift
· CommBank

<12 mo

to launch AMP's new
digital bank

• Experience

Founder & Brand Consultant · Brandling

2025 – present

- Founded a productised brand and marketing consultancy giving small businesses senior-calibre strategy, identity, copy, design and web. Designed, wrote and built the brand, site and client deck system end to end, with AI in daily production.
- Senior marketing contract with CommSec (brand, acquisition and social): led a team of four, managed an eight-figure budget and secured a seven-figure investment uplift through a board presentation.
- Authored a positioning, audience and messaging strategy across CommSec's shared two-brand investing environment, mitigating cannibalisation between the brands.

Senior Brand & Creative Strategy Manager · AMP Group

Jan 2025 – May 2025

- Promoted to lead brand strategy, advertising, governance and creative strategy across AMP Group; directed procurement and onboarding of four new top-tier agency partners.
- Unified AMP Group's brand strategy across diverse business units and optimised the newly launched visual identity; launched AMP's TikTok channel and co-authored the social and influencer strategy.

Senior Brand Manager · AMP Bank

Mar 2024 – Jan 2025

- Directed audience segmentation, CVPs, brand strategy, go-to-market communications and hero creative for the 12-month launch of AMP Bank GO.
- Helped craft Australia's first numberless debit Mastercard, from product strategy to card design, delivering added security for customers and a national PR story at launch.
- Delivered the Bank's first small business social campaign, exceeding its 10k app sign-up target well ahead of schedule. Awarded 'Strategy Wizard' by leadership and peers.

Senior Account Director (Contract) · GHO Sydney

Sep 2023 – Mar 2024

- Led new business, account management and agency marketing with two Account Managers; won five from five new client pitches, including Allianz, NSW Health, Localsearch, Davidson and SG Fleet.

Senior Manager, Planning, Strategy & Integrated Marketing (AU, CA, UK) · GoDaddy

Jan 2023 – Sep 2023

- Promoted to lead integrated marketing, PR, social and content strategy across three markets; beat multi-market PR impression targets by 263% (109M) and 531% (201M) and lifted social reach 35% on a reduced budget.

Senior Marketing Manager (AU) · GoDaddy

May 2021 – Jan 2023

- Led full-funnel integrated campaigns, PR, social content, partnerships and sponsorship for the AU market; drove 7% business and 25% YoY brand growth with a lean team of three.
- Delivered the award-winning Australian Olympic Team sponsorship campaign within six weeks of starting, lifting unaided brand awareness 27.3% (290% of target); a separate Gen Z PR and content campaign drew 1B+ impressions, a 175% YoY increase.
- Removed the need for a social agency by leading strategy and content in-house, saving US\$80k annually.

Senior Marketing Manager · PetSure & GapOnly

Feb 2019 – May 2021

- Led all brand, marketing, PR, internal communications, events and partnerships as a single resource, supporting 28 partners including Woolworths, RSPCA and Petbarn; took GapOnly from a logo to 73% awareness in year one.
- Relaunched the PetSure website with improved UX and design, doubling traffic in its first year; launched the ‘Pet Health Monitor’ PR initiative built on data from 3M+ insurance claims.

Senior Brand Manager (Contract) · CommBank

Mar 2018 – Dec 2018

- Recruited back to evolve the Bank’s brand guidelines and lead stakeholder training, with a focus on illustration and photography.

Brand Advertising Manager (Contract) · Qantas

Nov 2016 – Mar 2018

- Led the ‘Feels Like Home’ and ‘Why Fly Qantas’ integrated campaigns launching the new Dreamliner aircraft and Perth–London route, managing the airline’s largest eight-figure media budget.
- Launched the first-of-its-kind AR ‘Dream Windows’ installation; its social launch film drew 2.15M organic views in 48 hours at a \$0.02 cost per view.

Brand Marketing Manager · CommBank

Jun 2014 – Nov 2016

- Delivered a 6% brand consideration lift with the award-nominated ‘When We Believe, We Can’ integrated campaign; pitched and led the D&AD–awarded VR financial education storybook, The Teleporter Adventures.
- Managed the Bank’s visual identity and governance function, reviewing 350+ marketing assets per month.

Earlier roles

2007 – 2014

- Digital Channel Manager, CommBank (2012–14): managed the Bank’s proprietary digital advertising networks and delivered a real-time content scheduling platform. · Campaign Manager, Executive Channel, now oOh! Media (2010–12). · Public Relations Officer, WALGA (2007–10): media relations, editorial, speeches and major events.

Capabilities

STRATEGY	Brand strategy · Positioning · Customer research & CVPs · Audience segmentation · Go-to-market
CREATIVE	Creative strategy & direction · Integrated campaigns · Content strategy · Copywriting · Design
DELIVERY	Production · AI-enabled workflows · Partnerships & sponsorship · PR · Agency & budget management · Team leadership

Systems

AI	ChatGPT · Claude · Gemini · Copilot · Midjourney
ANALYTICS	GA4 · Adobe Analytics · Power BI · Tableau · Looker Studio
SEARCH + SOCIAL	Google Ads · GTM · SEMrush · Meta · TikTok · LinkedIn · Sprinklr
CREATIVE	Adobe Creative Suite · Figma · Canva · CapCut · WordPress · Shopify
DELIVERY + CRM	Jira · Confluence · Trello · Miro · HubSpot · Salesforce · Workfront

Education

Bachelor of Marketing & PR University of Notre Dame Australia, Fremantle PR Unit Dux · top 10% of graduate class
Cert IV Graphic Design Shillington College, Sydney Scholarship winner
Research & Writing with Generative AI LinkedIn Learning
Presenting with Confidence NIDA

Awards

D&AD Wood Pencil CommBank · The Teleporter Adventures · Branded Content & Entertainment
AOC Most Effective Games–Time Advertising GoDaddy · Dream It. Build It. · Tokyo 2021
Cannes Lions & AdNews AOTY shortlists CommBank · When We Believe, We Can
PetSure CEO Award “Andy has delivered more in her short time at PetSure than her predecessor did in three years.”