

RESUME & PORTFOLIO



VIDEOGRAPHY | PHOTOGRAPHY | DESIGN | MARKETING

Not your average Photographer & Videographer. A dynamic force ready to infuse projects with creativity, excitement, and diversity. Over 15 years of experience means I am able to truly Capture the Awesome .

Storm Jury
www.stormjury.net



The Work

Known as the creative heartbeat of Tradelink's Marketing team, where I specialized in crafting captivating multi-platform video content, sprinkled with a dash of animation & print expertise. Previously whipping up marketing magic at Domino's Pizza Enterprises, serving as the mastermind behind subsidiary marketing and content production for a delicious five years. Alongside freelance and community side projects to keep my finger on the pulse.



Pit Viper campaign.



National Magazine Editorial Portrait

Content

PROFILE

TRADELINK

CONSTRUCTION, SUPPLY & SERVICE

RIDE SPORTS ANZ

PHOTOGRAPHIC STORM

E-COMMERCE & WEBSITE DESIGN

VIDEOGRAPHY

PHOTOGRAPHY

PRINT MEDIA

VOLUNTEER

TESTIMONIALS





Profile

Storm Jury

With accelerating changes in the digital workspace driven by technology and new ways of working, the ability to personally connect and build partnerships is vital for successful organisational outcomes. I believe my interpersonal skills, technological knowledge, and capacity to build, develop and participate in cohesive partnerships and team development is a significant strength.

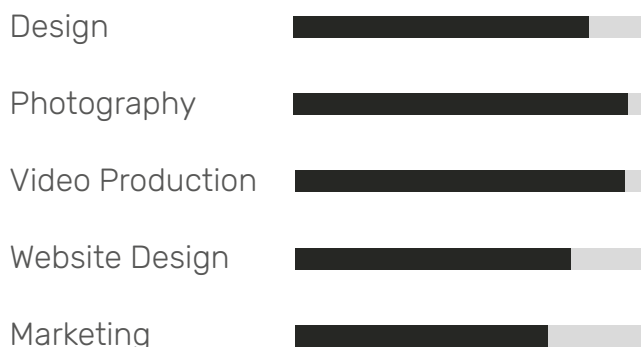
20+ years experience
Photo & Video Production

17+ years experience
Adobe Creative Suite

15+ years experience
Marketing Strategies

10+ years experience
Website Design

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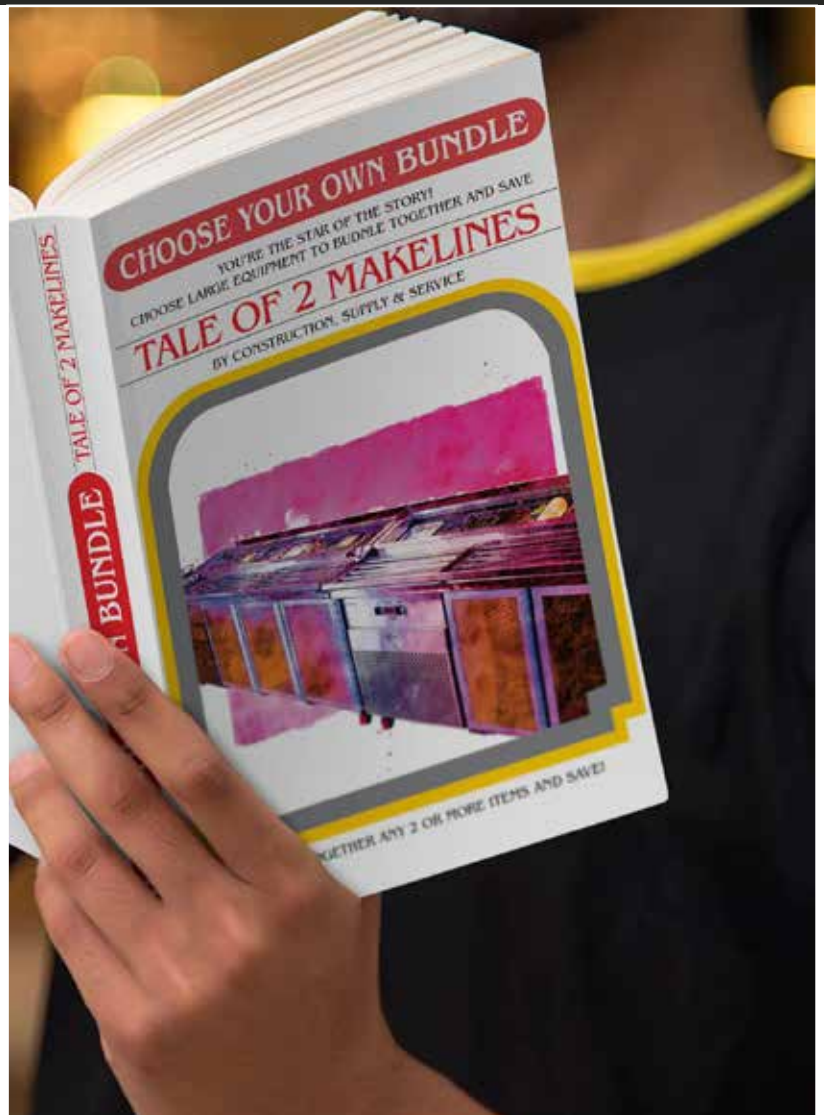
and exhibition centre



International corporate event signage



Extensive experience in design for print from national magazines and catalogues to large format installations at conventions and events



Online marketing campaign

Retail 3m tall wall banner.



Website & Social content. Photography, video, animation and graphic design.

Experience



Content Creator December 2021 - 2024

Over the past three years, my dedication has centered on the art of crafting high-quality, engaging content across both internal communications and external marketing channels. This commitment has proven instrumental in steering our company's expansion into the digital landscape, where I've played a crucial role in spearheading the introduction of cutting-edge mobile applications and sleek website redesigns. My approach, blending educational insights with promotional finesse, has not only enhanced our brand presence but also fostered deeper connections with our target audience across various online platforms.

From the inception of mere ideas to the collaborative execution of broadcast-quality national campaigns, my journey into video production and animation has been marked by a fervent pursuit of excellence. Working seamlessly with production teams, I've transformed concepts into captivating visual narratives, elevating our brand messaging to new heights. In addition to my prowess in video and animation, I've also honed my skills in graphic design, creating visually compelling marketing materials that resonate with our audience across multiple touchpoints.

Beyond the realm of creative content, my role extends to strategic collaboration with key stakeholders within the Fletcher Building group. Together, we've meticulously planned, developed, and executed marketing strategies that align with our overarching business objectives. This collaborative effort has bolstered our brand's market presence and reinforced the industry leading position.





20min Company video showcase

Experience



**construction
supply
service**



Digital Marketing & Production Jan 2017 - December 2021

During my four-year tenure at DPE (Domino's Pizza Enterprises), I played a pivotal role in elevating the company's subsidiary company's marketing presence in Australia and New Zealand. Central to my contributions was the comprehensive design of subsidiary branding, encompassing new logos, and colour schemes, and ensuring cohesive representation across all platforms and media channels.

An integral aspect of my role involved spearheading the development and launch of a fully immersive e-commerce platform. From conceptualization to system integration and final execution, I oversaw every stage of the process to deliver a seamless turnkey solution. Post-launch, I meticulously managed customer databases and inventory across Navision (CRM system) and SANA (e-commerce platform), ensuring optimal functionality and user experience.

In addition to my e-commerce endeavours, I led the conception and execution of multifaceted marketing campaigns across various platforms. Collaborating closely with key stakeholders within the DPE group, we strategized, developed, and executed marketing initiatives aimed at enhancing brand visibility and engagement. Notably, I orchestrated the delivery of a 20-minute, colour-graded 4K company showcase for the Australian and New Zealand Domino's Rally, showcasing our commitment to innovation and excellence.





Digital Marketing & Production Jan 2018 - December 2021

Over the course of more than three years, I dedicated myself to strengthening Ride Sports ANZ's marketing presence across international markets. Throughout my tenure, I played a pivotal role in shaping the company's visual identity, crafting distinctive logos, and colour schemes, and ensuring consistency across websites, uniforms, advertising, and all media platforms.

A notable accomplishment during my time with the company was the development and launch of six comprehensive websites, each tailored to showcase the unique identity of individual brands under our purview. Particularly noteworthy was the consolidation of all brands into a single e-commerce platform, a project that involved extensive research, seamless system integration, and rigorous testing to deliver turnkey solutions. Following successful launches, I oversaw ongoing design maintenance, advertising efforts, and inventory management, initially on Squarespace and later migrating to Shopify.

In addition to my e-commerce initiatives, I spearheaded dynamic marketing campaigns across various platforms, collaborating closely with industry experts and brand marketing teams. Together, we strategized, developed, and executed multifaceted marketing endeavours aimed at amplifying brand visibility and fostering deeper engagement with our audience. Furthermore, I contributed to the design of special edition Mountain Bike colourways, showcasing a commitment to driving innovation and brand distinction on a global scale.





International sporting goods campaign



Director Since 2008

Originally established as a photography venture aimed at “Capturing the Awesome” within the realms of motorsport, sport fishing, and triathlons across Queensland, my business swiftly evolved to encompass a diverse array of sports, including kayaking and roller derby, taking me on exhilarating journeys across Australia and the world to cover events, people and capture compelling product imagery.

With the acquisition of video-capable DSLR cameras, I ventured into my longstanding passion for videography, producing impactful campaigns for renowned sporting goods companies such as Crazy Skates International. Notably, I was commissioned to film a global product launch campaign featuring international talent amidst the breathtaking backdrop of the Whitsundays, where I had the unique experience of filming roller-skating enthusiasts snorkeling at Whitehaven Beach.

Among the most intriguing and rewarding projects I undertook was a commission from a sports insurance company. Tasked with creating a video showcasing the fervent following of roller derby, I embarked on a nationwide journey across Australia, immersing myself in events, training sessions, and encounters with passionate skaters and fans. The resulting five-minute video, titled “Roller Derby Changed My Life,” garnered significant attention, amassing over 30,000 views on YouTube, exceeding 100,000 on Facebook, and being showcased worldwide at training camps, events, and league sign-ups.





E-COMMERCE & WEBSITE DESIGN

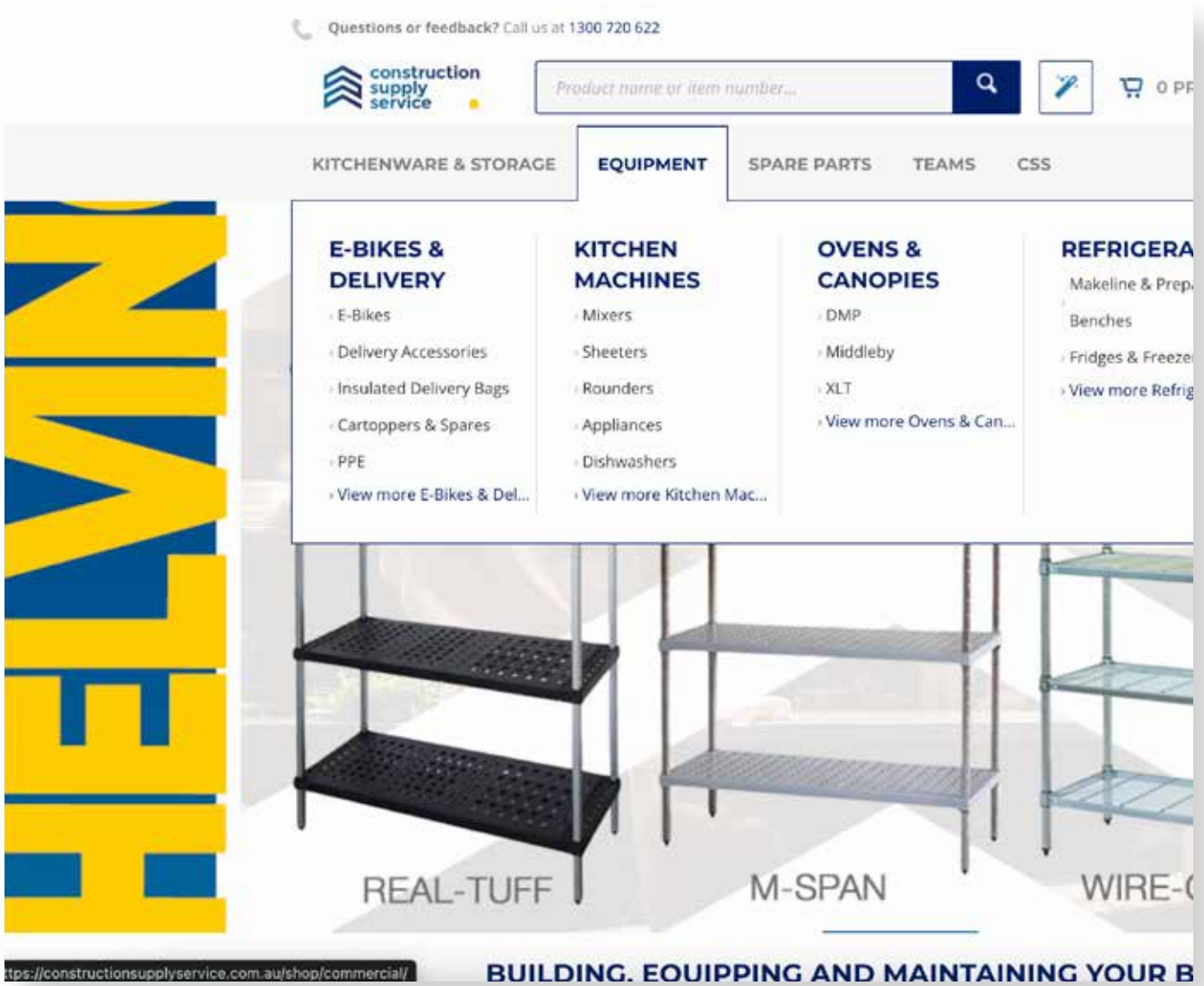


RIDESPORTS.com.au

An e-commerce website built on the Shopify platform.

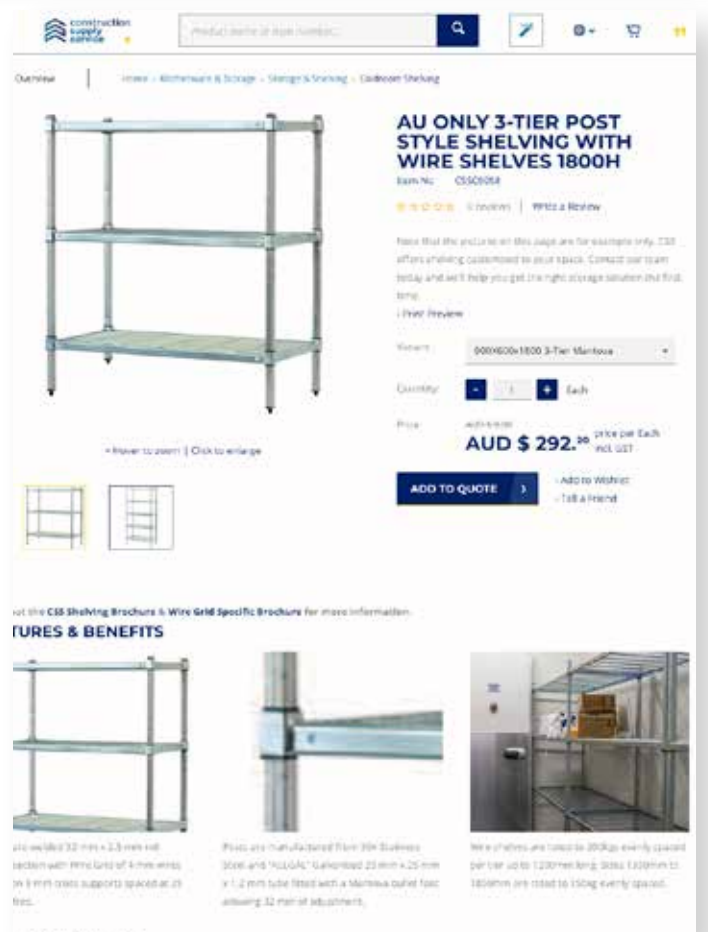
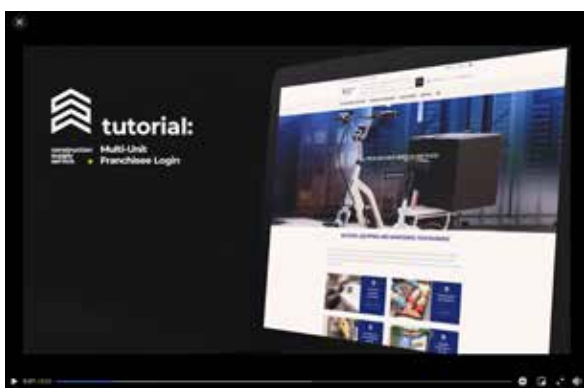
Inventory and Customer data bases imported from original Squarespace website and maintained with Excel exports from the CRM system.

Ground up build to launch in 1 month. Including total company re-brand and logo re-design.



An e-commerce and information site built on the Sana platform with complete integration with Microsoft Navision in the Domino's Pizza Enterprises Australian and New Zealand businesses.

Complete design, Inventory imagery, descriptions, client journey, client video training built by myself and one other, along with marketing the site and experience.





Search

VIDEOGRAPHY

Equipment & Software used to create the examples listed.

Sony A7RIII, Canon platforms, DJi Drones, studio set-ups. Software I am competent using includes Adobe Creative Suite (Photoshop, Premiere, After Effects, InDesign etc.), Final Cut Pro, Davinci Resolve

Roller Derby 'Changed my Life'

Client: Skate Victoria.

The brief: create a video to portray why the sport of roller derby has a cult like following.

I flew around Australia covering events, training, meeting skaters and fans.

The end result was 5 minute video.

Over 35,000 views on Youtube, more than 100,000 on facebook and shown across the world at training camps, events and league sign ups. With a 99.4% Like to dislike ratio.

Director, camera, editing





Tradelink Cultural Immersion on Minjerribah

Video for the launch of Tradelink and Fletcher Building's Reconciliation Action Plan (RAP) in association with YarnnUp. 24 hour turnaround with photography assets.

Director, camera, editing and colour grading.



Protect in Action Internal Saftey Campaign

National internal saftey campaign. Filmed on-site with 2 camera systems with a 24hour turn around.

Director, camera, editing and colour grading.



Short Form Video Animation

Video to promote the annoucement of an upcoming community event.

For Social shortform video on Instagram, Facebook, Tiktok, Youtube etc.

Director, design, editing, animation.

PHOTOGRAPHY

TT Lures Pro-Team

A shoot commissioned by TT Lures, an Australian based international fishing tackle manufacturer.

Canon 5DmkII
24-70mm 2.8
Canon Speedlight



Raceline

Action image for use on an international catalogue shoot for an Australian race suspension manufacture.

Canon 5DmkII
24-70mm 2.8





Event Photography

Coverage of Tradelink National Conference over 3 days.

GM Luke Naish

Canon 1DmkIV

70-200mm 2.8



Nevertheless Journal

Portrait session for a editorial piece to showcase a local athlete.

Feature on a 5 page spread and this image as the magazine cover.

Sony A7R IV

24-70mm 2.8



PRINT MEDIA

I have designed for many forms of print media. From the humble magazine to banners and even entire catalogues.

An example of a larger project is a 230 page catalogue incorporating 5 bands, each featuring their own specific style to match the brand image. The concept is the catalogue can be printed as a whole or as 5 individual catalogues from the same print file.





Here I was approached to create an information booklet for prospective Domino's Pizza franchisees. This booklet was a ground up design and worked on completely autonomously from initial brief and asset accumulation to final review.



Kayak fishing magazine

A founding director of the international publication 'Blade Kayak Fishing Journal' I was often required to shoot and design cover compositions to meet advertiser's needs or feature article hero images.





Kellys Launch Campaign

This Double page advertisement was part of the Kelly's Launch in the Australian market.

This was to run after an adventure biking editorial. Designed with supplied images, logos and image guidelines.





Gay Skate Brisbane 2019 - Present

Graphic design, social media content,
advertising, music direction and event
planning.

Engagement well above the
competitors in the market.

Culminating in events with over 200
attendees regularly and winner of a
prestigious Brisbane Pride, Queens
Ball Award 2024 & 2025.

gayskate.com.au



COMMUNITY WORK

Give for Good - Annual Report 2017, 2018, 2019, 2020

Each year I design the Annual Report for Domino's registered charity, Give for Good. This report is to showcase the work the charity has completed in the last 12 months and to adhere to the strict reporting requirements of the national legislation. As such I have creative freedom for a percentage of the report but have to design to rigid guidelines for the remainder.



Testimonials



"I will always treasure our many to camera pieces - so many funny stirring moments!! Storm you brought positivity , creativity and immense productive output to your work, right from the school of GSD!"

Luke Naish - General Manager Tradelink 2019 - 2024



"You are very talented Storm Jury and would be a creative marketing and content talent for any organisation!"

Ben Watts - Chief Executive Officer at Wattsnext



"Storm it was such a pleasure to work with you but even more so to get to know you. Your work at Tradelink will have an impact for years to come."

Kate Snyman - Senior Talent Lead @ Fletcher Building | CHRA™



"Storm, you're an exceptional human being with a strength of conviction that is a big as your creative mind. Everything we did together was magic,"

Nadia Golenkova - Head of Talent Acquisition and L&OD



"When you have Storm on your side "Everything is Awesome""

Jez Veal - Director 7000 Degrees Media | Studio Deco

Further detailed and direct references are available on request.



Dyslexia fuels my creativity, empowering me to think outside the box and approach tasks from unique perspectives. It's not a hindrance; it's an advantage that propels me to excel in a creative role.