

hebe schaefer

Mt Eden Based Creative

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Profile

I'm Hebe (sounds like Phoebe without the Phe) and I'm a strategic thinker slash Creative enthusiast seeking a new, challenging and exciting role.

I'm passionate about the power of great creative work and where the industry is heading - I've spent the last 5 years working in various roles on both the Media & Creative side where I've learnt smart collaboration between these two specialties is where great campaigns are born. Along with a raft of other things, like a great team dynamic and quality yarns - which I can add.

Experience

Intermediate Creative Director (2021) - Fuse

Intermediate Creative (2019-2020)

Junior Creative (2018)

My role as Intermediate Creative Director has been an exciting journey stepping up and into the world of team leading, teaching and inspiring. I've leant into my natural strengths of front end campaign conception and upfront strategic thinking across a large scope of clients as well as directing on set. I'm responsible for pitching campaign creative ideas, selling in clients and key stakeholders as well as upskilling the other 10 members of the team which I 2IC with our CD.

Key accounts: SKY, Asahi Beverages, Countdown, Pernod Ricard, Frucor.

Junior Creative (2017) - FCB Wellington

This role introduced me to the wonderful world of Creative Advertising and helped me form an integral understanding of campaign thinking. I was able to work alongside and learn from the Senior Creative team and help on graphic outputs during my time interning and gain invaluable insight into the industry I knew I was meant to work in.

Key accounts: NZ Defence Force, Mitre 10

Education

AUT - Post Graduate Diploma in Media and Communication Studies

Massey University - Bachelor of Design

Diocesan School for Girls - NCEA 1, 2, 3. Endorsed Excellence in Design

References

Available on request