

Grant Henderson

Digital Strategy, Technology and Project Management

203 Eastern Valley Way
Middle Cove NSW 2068

0480 740 744

grant@granthenderson.tech

www.granthenderson.tech

EXPERIENCE

Orchard Communications, Sydney - *Strategy Director*

September 2024 - Current (Maternity Leave Cover)

Strategic planning and digital project delivery for Orchard clients. Key projects include:

- Tourism Tasmania digital journey planner
- Hyundai's new 3D car configurator and accessories tool
- Glaxo Smith Klein KnowShingles digital platform and campaign.
- ViiV Healthcare PosQol digital tool to support those living with HIV.
- BeiGene Salesforce automated EDM journeys for healthcare professionals.

FCB/SIX, Auckland — *Strategy Director*

May 2022 - June 2024

At FCB/SIX, I worked with some of New Zealand's largest brands and government departments to plan and execute digital projects along with supporting marketing campaigns.

- NZ Electoral Commission real-time voting location tool
- Green Cross Health wellness consumer app.
- Air New Zealand 'perfect destination' digital holiday planning tool and mobile app.
- Mercury Energy consumer app for account management.
- WaterSafe NZ geolocated boating app and emergency service.
- Mite10 retail and B2B ecommerce transformation project.
- KiwiBank digital transformation project, consumer app, and Salesforce automated journey development.
- Pak 'n Save AI-Driven lowest grocery price finder.

SKILLS

Digital Strategy

Digital Product and Project Management

UX/CX Design

SEO / SEM

Salesforce Implementation

Copywriting

Creative Development

Web Development

Research

Data Analytics

Campaign Optimisation

Stakeholder Engagement

ITM, Auckland — *Digital Director*

August 2019 - May 2022

ITM is New Zealand's largest building supply and home improvements business with 134 stores and timber yards. Here, I developed the company's website, customer app, loyalty program ecommerce site and points redemption platform, unified consumer database (Snowflake) along with digital marketing campaigns and online trade training webinars.

JWT, Auckland — *Head of Strategy*

October 2016 - August 2019

At JWT, I delivered digital strategy, media planning and digital creative across key clients including:

- Ford New Zealand digital vehicle configurator
- University of Auckland digital application and course selection platform, and student portal.
- Kellogg product websites
- Z Energy Pay at Pump digital platform, app and point of sale technology
- Z Energy FastLane license plate recognition technology, allowing drivers to fill and drive away without coming in-store to pay.

Isobar, Sydney (Now Dentsu) — *Copywriter, Creative Director, General Manager*

2008 -2016

Over my 8 years with Isobar, a leading digital marketing agency, I began as a copywriter before progressing to creative director, then agency General Manager.

Key projects include:

- Extensive digital marketing for Tourism Northern Territory and Tourism QLD.
- Transforming David Jones from bricks and mortar to multi-channel ecommerce retailer.
- David Jones 'shop the catwalk' digital technology solution, allowing customers to buy from livestreamed catwalk events.
- Launching Network Ten's TenPlay digital streaming platform
- Stockland, a major Australian infrastructure business - nationwide portfolio of home building and retirement living projects, strategic roadmaps, websites, mobile applications and marketing campaigns.

- Bringing digital innovation to The Smith Family charity, enabling the organisation to tap into new channels and donation opportunities, including eCommerce and mobile micro donations.
- Defence Jobs recruitment platform
- ASIO and Federal Police recruitment platforms

EDUCATION

Auckland University, Bachelor of Communications

Award School, Graduate and Mentor