

# digital talks



Russell is a communications graduate and interactive multimedia expert who has gained experience from appointments across the worlds leading businesses and brands spanning three continents. He commenced his career with Cyber-NY in New York and continued onto eMitch, Flip Media in Dubai and in 2005 he established the interactive media department of Carat in the Melbourne office.

Russell's industry expertise spans from establishing, growing and managing online media departments and accounts, developing online media offerings from the ground up to auditing local online industries. As a senior consultant with TrinityP3, Russell brings a wealth of experience combined with a range of online marketing capabilities and is currently consulting to Australia's top advertisers on a range of services from search engine marketing to online direct response and third party aderving. Russell conducts training programs tutoring on behalf of ADMA in Sydney and Melbourne, and has presented to marketing audiences over his career. Russell's most recent speaking engagements include:

## **Integrated Marketing Strategy & Planning**

adTech Singapore, June 2008

## **Digital Marketing**

AMI Digital Series, Canberra, March 2008

## **Introduction to the Digital Media Landscape in Australia**

TrinityP3 Digital Workshops, Melbourne & Sydney, March 2008

## **Integrating Digital into the Communications Plan**

adTech Sydney, March 2008

## **About TrinityP3**

TrinityP3, Australia's leading marketing management consultants, consulted on over \$800 million in marketing expenditure in 2007. Benchmarking and assessing current processes and costs, TrinityP3 identifies opportunities for greater efficiencies and effectiveness in all aspects of marketing communications including advertising, media planning and buying, public relations, digital and direct marketing. Working with the majority of Australia's top 200 companies, TrinityP3 has delivered significant savings in cost and time to market through service provider review and selection, process assessment and improvement, contract negotiation, remuneration modelling, cost benchmarking and training.

TrinityP3 – commercial in confidence