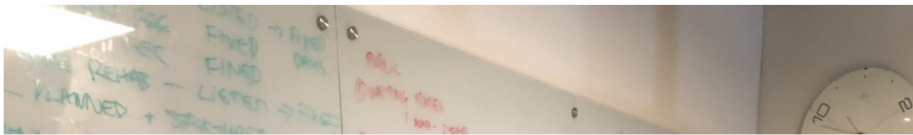


SOPHIE HACKETT & NATHAN KWOK ACHIEVE MIAMI AD SCHOOL TOP DOG AWARD



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ACHIEVE MIAMI AD SCHOOL TOP DOG AWARD



MORE STORIES

MEET THE WOMEN LEADING
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HEAD OF CAMPAIGN
MANAGEMENT HAYLEY SMITH

MEET THE WOMEN LEADING
TECH: NEWCASTLE CITY
COUNCIL FORMER
INFORMATION TECHNOLOGY
MANAGER CLAIRE BATH

MEET THE WOMEN LEADING
TECH: CANVA HEAD OF PR
LIZ MCKENZIE



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PERFORMANCE IN THE SCHOOL'S INAUGURAL EXPERIENCE
DESIGN BOOT CAMP.

Nathan Kwok (pictured) was rated Top Dog by the instructors of the Strategic Planning boot camp. The two boot camps conclude this week with students presenting their portfolio to decision makers of Sydney's leading advertising agencies.

Hackett was runner up in the scholarship competition for the Experience Design boot camp featured by *BC&T* in December. Made redundant from her position as Business Manager at CX Lavender during lock-down, Hackett is currently interviewing for Experience Design positions.

She said: 'I was absolutely delighted to receive the Top Dog Award for the XD Boot camp. I had no experience in UX Design prior to this course, so to learn every side of it, from research to ideation to UI and more, made for a busy but thoroughly enjoyable few months. I can't wait to put these new skills to use, and to see what's next for me.'

Nathan Kwok, Marketing Manager at Commonwealth Bank: 'It's been an epic three months of learning and being monitored by some of the smartest people in adland. Every week hummed along with fascinating content and rewarding work, and I've come out knowing 1000x more about how to diagnose, and solve business problems. I know how good the past top dogs are, so I'm absolutely chuffed and humbled by the win.'

Miami Ad School's 12-week boot camps are designed to train its participants in a combination of strategy and creative skills to meet the industry's increasing demand for hybrid roles. The classes are taught by senior strategists and creatives from Sydney's top agencies.

Experience Design boot camp instructors are:

Jason Massarotto, Director, Experience Design, AKQA

Jess Norris, Senior Experience Designer, Fjord

Adam Shutler, Head of Experience Design, HostHavas



Sandor Moldan, CD & CX Specialist

Kim Bartkowski, Executive Creative Director, IBM

Meredyth Dale-Gandar, Experience Design Director, Symplicit.

Strategic Planning boot camp instructors are:

Jenny Mak, Creative Director, Ogilvy

Heather Sheen, Planning Director, Ogilvy

Will Edwards, Creative Director, BWM

Nico Smith, Senior Art Director, CHE Proximity

Matt Springate, Chief Strategy Officer, TBWA

David Warren, Strategy Director, The Monkeys

Ryan O'Connell, Head of Strategy, Ogilvy

Dom Hickey, Planning Partner, DDB

Tristan Burrell, Chief Strategy Officer, Vizeum

Will Allen, Managing Partner, Social, One Green Bean

Alexandra Roubine, Senior Connection Strategist, Leo Burnett

Dom McCarthy, Director, Fiftyfive5

Stuart Malcolm, Senior Consultant, Strategy and Insight, Fiftyfive5

Adam Shutler, Head of Experience Design, HostHavas,

Matthew Morgan, Strategy Director, Saatchi & Saatchi

Peter Pippen, Planning Director, Saatchi & Saatchi

Julia Vargiu, Founder & Director, New Business Methodologies

Darren Woolley, Founder & Global CEO, Trinity P3.

The next round of boot camps starts on 21 September 2020. Tuition is \$5,940 each.

Applications are open now. For information, contact helga@miamiadschool.com or go to

<https://miamiadschool.com/advertising-school/sydney/>



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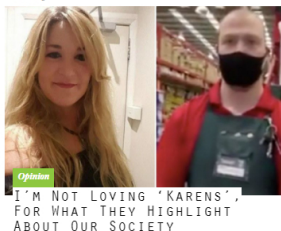
MIAMI AD SCHOOL

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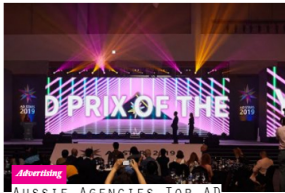




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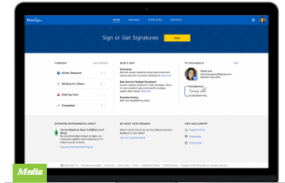
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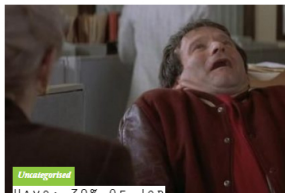
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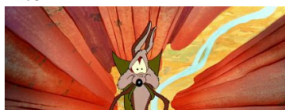
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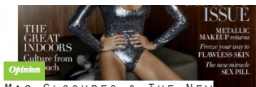


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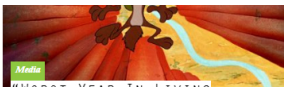




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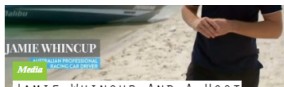
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