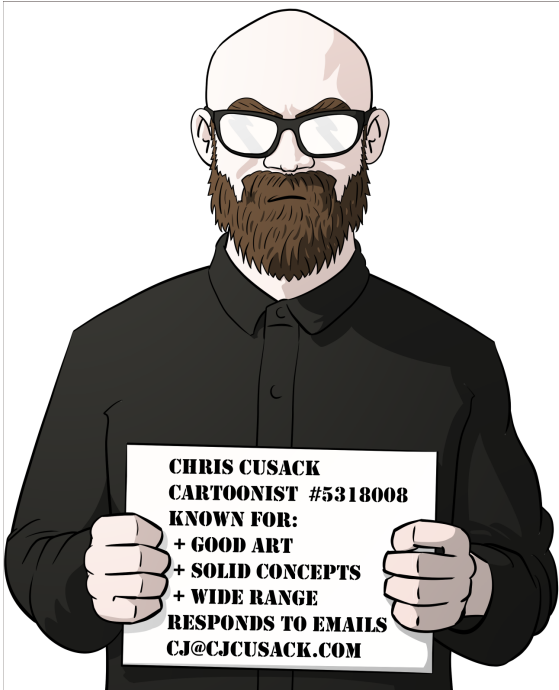


WANTED

A JOB FOR

CHRIS CUSACK



KNOWN SKILLS:

- + Concept ideation
- + Niche USP planning
- + Comic drafting and publishing
- + Lateral thinking workshops
- + Video and animation storyboarding
- + Stakeholder interviews
- + Content marketing strategy
- + Independant industry research
- + Balsamiq mockups
- + Media law training
- + Clip Studio Paint 5 EX
- + Adobe Creative Suite
- + Once drank six coffees in a day
- + Don't do that it's bad for your health

KNOWN ACTIONS:

Free Cheese Comix - short-form comics with set dimensions designed to focus the reader more on concept and story (they're also easier to draw).

The Left Fielder - long-form SEO-based comic designed to appeal to a wide range of popular search queries, eliminating the need for online advertising spend.

BACKGROUND:

Since 2010, Chris Cusack has worked in various creative roles that revolve around communication. As an agency copywriter, concept manager, and content specialist, he learned how to translate client briefs into original and creative marketing campaign. Life was good.

That all changed in 2020, when mandatory shutdowns across various industries saw a large increase in demand for novel content. Chris Cusack, ever seeking after the affection of strangers, saw an opportunity and started producing more comic work, publishing pieces on the internet for free.

After garnering some attention, Chris Cusack realised that likes, shares, and reblogs did little to help pay rent. With that, he set out to find a way to make cartoons pay. Combined with his excellent communication skills, time management, and collaborative approach to creative projects, Chris Cusack now has his goal in reach.

PROFESSIONAL ATTRIBUTES:

Chris Cusack is known for using his agency background and industry training to help clients identify and communicate key concepts to a specific audience.

He achieves this by combining core themes and messaging with graphical elements known as "cartoons" to help his clients generate the audience response they need.

In short, Chris Cusack helps clients get their audiences to pay attention and take action.

BACKGROUND:

Bachelor of Commerce-Marketing
(Macquarie University 2010)

Diploma of Business Management
(North Sydney Institute of TAFE 2005)

MORE INFORMATION:

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