



J O N N I E N H A L L S T E D A N D

P O R T R A I T O L I O

I T H R I V E A T

DELIVERING BIG BRAND IDEAS THAT CREATE POWERFUL CONSUMER MARKETING EXPERIENCES

Testing the edge of the market's limitations takes us deeper into the customer psyche and offers us a platform for loyalty. These moments are opportunities for evolution, allowing us to reflect internal growth outward and providing insight that helps lead to brand understanding.

WANDERLUST
BONDI BEACH
SYDNEY AU 2016



MY CAREER INSPIRATION IS IN

PRODUCING END TO END STRATEGIC PROJECTS THAT CREATE NEW MARKETING TRENDS

I am a passionate visionary with over 15 years of experience in event sales, brand marketing and business leadership. I'm an analytical, creative and dynamic self-starter. I thrive on pitching & managing big brand ideas, with high targets.

SENIOR DIRECTOR OF

EXPERIENTIAL MARKETING & BUSINESS DEVELOPMENT

Customer | Partnerships | Strategy Brand Marketing Campaigns | Cross Functional Team Leadership

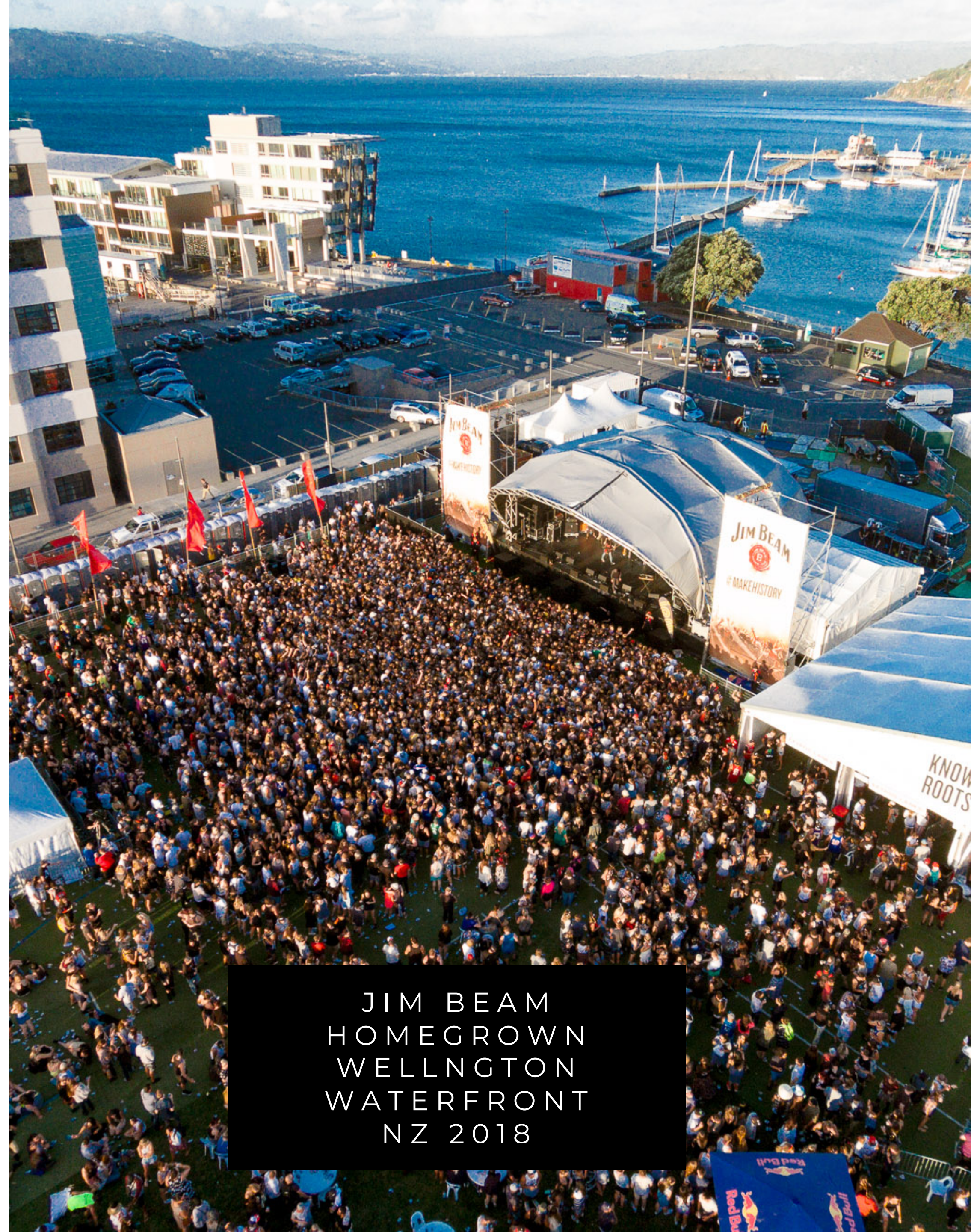
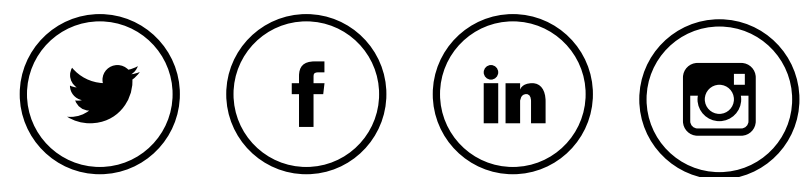




JONNIE HALSTEAD

BRAND EXPERIENCES

I love what I do.



JIM BEAM
HOMEGROWN
WELLINGTON
WATERFRONT
NZ 2018

I H A V E B E E N

TRUSTED BY BRANDS AROUND THE WORLD

I feel extremely fortunate and proud to have served so many wonderful brand clients who are loved by consumers all around the world



SOME OF MY PRESS HIGHLIGHTS

I have received media attention for my career highlights, both positive and not so. I am an accomplished public speaker and press representative



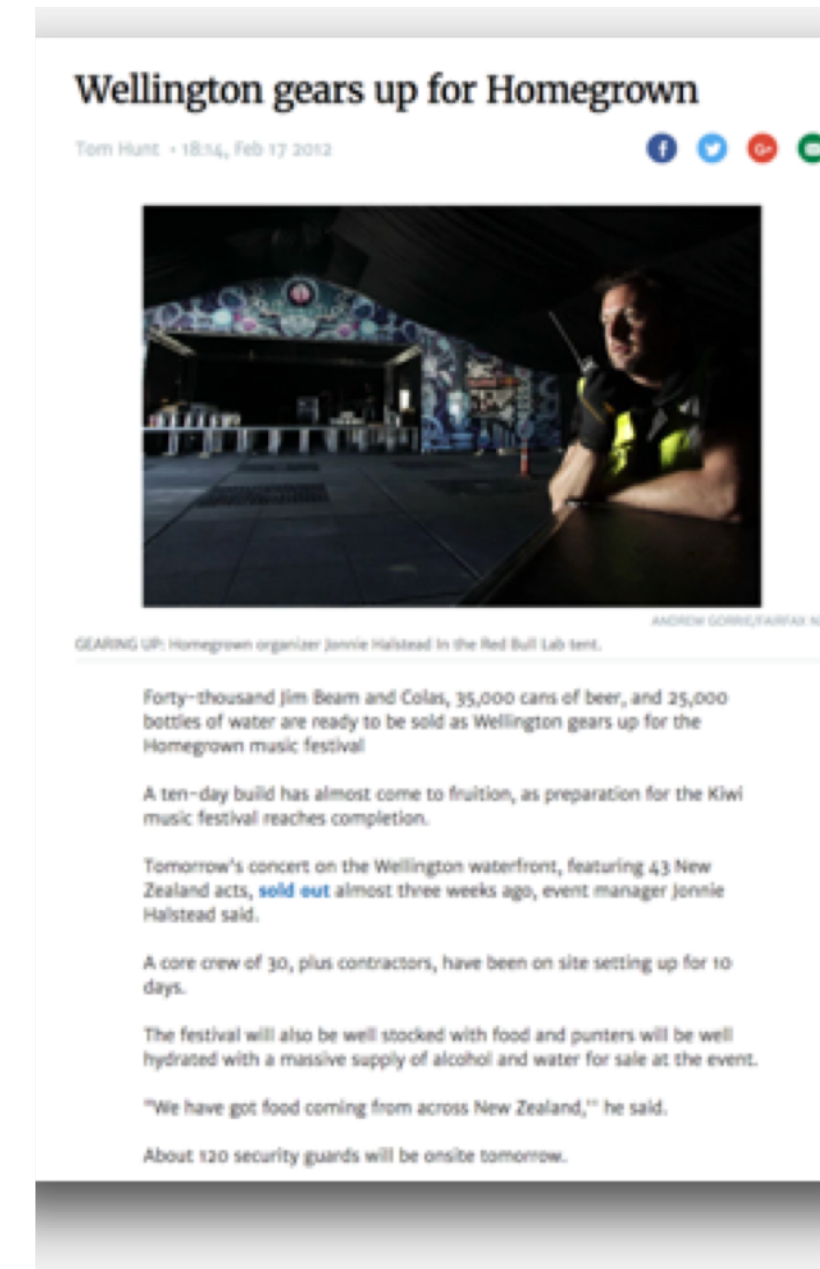
OP EDS

Viva Mag



TABLOID FEATURES

The Sydney Morning Herald



HEADLINE NEWS

The Dominion Post



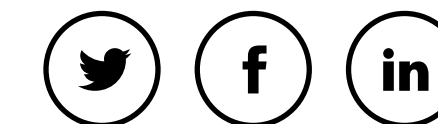
LIFESTYLE MAGS

NZ Women's Day



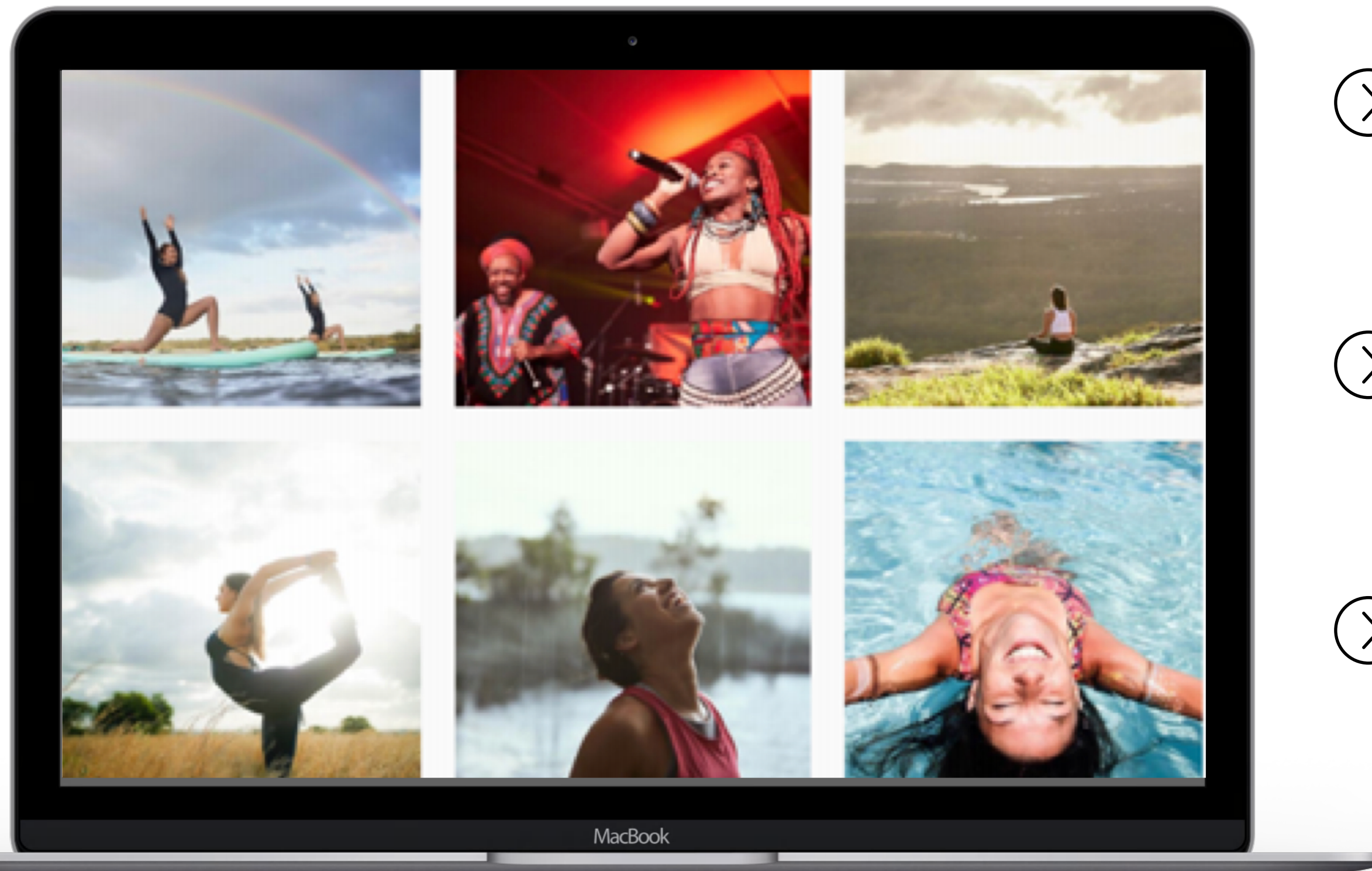
PODCASTS

#DougIt



MARKETING INSIGHTS

For over 12 years I led the Brand & Marketing teams for some of APEC & AMER'S largest festivals. Based in Auckland NZ, Sydney AUS & now Seattle US, I have scaled these event's brands and strategic partnerships to far reaching audiences.



- 1.4M IMPRESSIONS PER MONTH**
Display Ads | Email Marketing | Custom Videos | Custom Branded Content Programs | Competition & Lead Generation Campaigns | Social Media Campaigns and Activations | Influencer Network & Targeted B2B Offerings
- 800K REACH PER MONTH**
1.1m+ Facebook followers, 60k+ Instagram, 41k+ Youtube
- 110K VIEWS PER MONTH**
To Wanderlust.com
With a direct marketing database of 38k+ Emails (30% Average Open Rate)

2013 - 2018

WANDERLUST

Wanderlust creates events, media, products, and experiences to guide fans on their path toward a healthy and inspired life. Experience the magic through multi-day festivals and inspiring one-day events.

HIGHLIGHTS

Led a team of 8 who scaled the brand from infancy in our regions to 10 events per year, plus media digital marketing campaigns and reporting

Managed budgeting reconciliation and grossed over \$15m in revenue with 30,000 customers per year and 1.1m online followers.

Agency like consumer marketing campaigns for: Adidas, Mini, lululemon, Swisse, TOMS, Aveda, Virgin Australia, LUSH & more...



MARKETING INSIGHTS

AND DATA REPORTING

I compiled a full analytic report to deliver information with a clear purpose to our strategic partner, Adidas. I inspired the team to deliver well-written, clearly structured and expressed reporting in a way that held the reader's attention plus was presented in the highest standards, and valued data-points.

[VIEW REPORT](#)

CUTTING EDGE

MEDIA PRODUCTION

[WATCH VIDEO](#)



2017 AUS/NZ RECAP



WANDERLUST 108



O T H E R
P R O J E C T S



2020

UNLEASH VIRTUAL

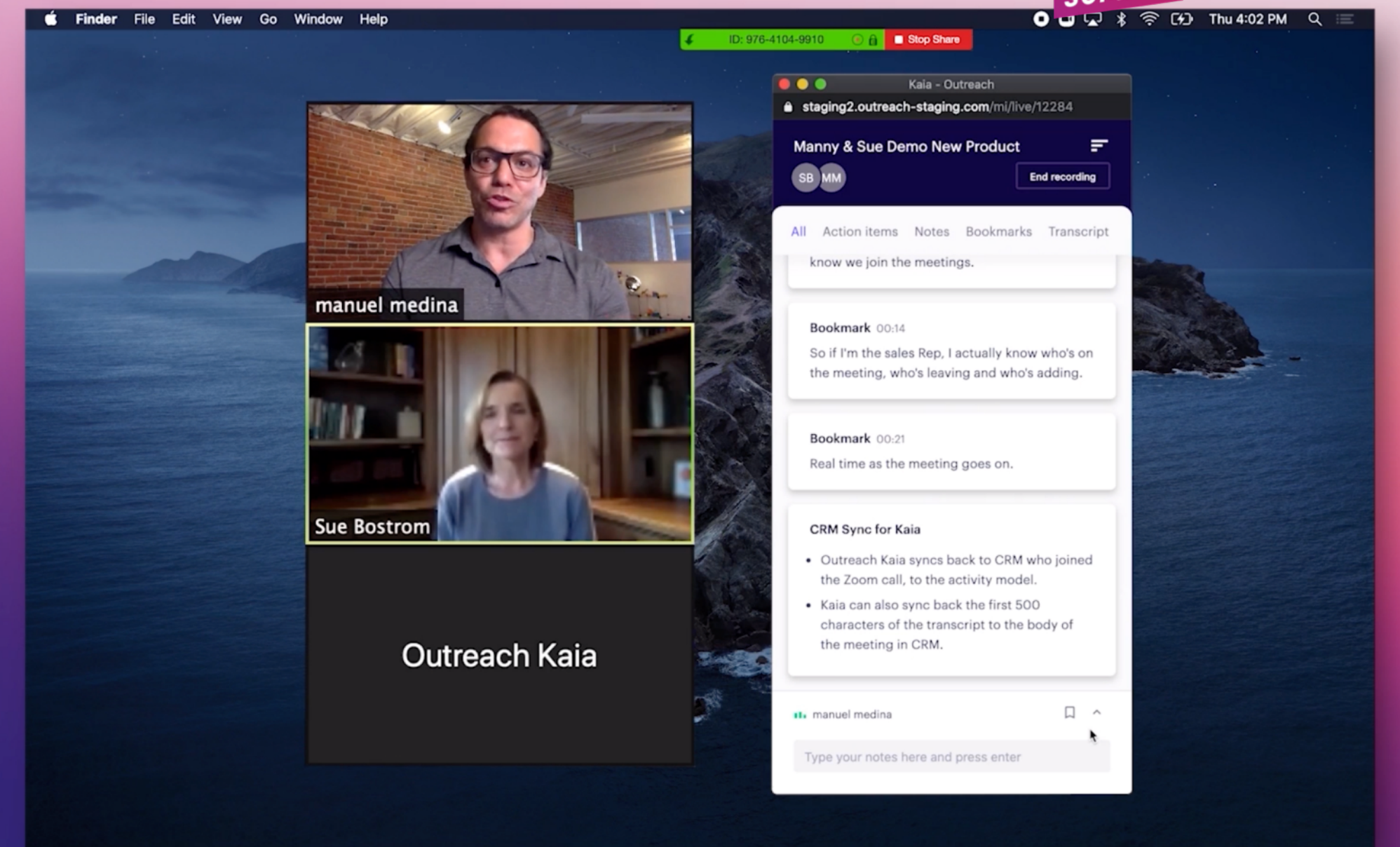
I was recently engaged as Project Director by Outreach.io

as they cancelled their annual User Conference 'Unleash' in San Diego due to COVID-19. We were tasked with producing broadcast content for 4 keynotes and 36 break-out sessions for a replacement virtual summit:

<https://unleashvirtual.outreach.io>



[WATCH VIDEO](#)



2 0 1 8

TWITCHCON

TwitchCon was a celebration for Twitch creators and their communities where they can watch, learn, and play together. 27,000 gaming enthusiasts attended this year's conference in San Jose CA.



HIGHLIGHTS

Senior Consultant across the online broadcast & live event's Sponsorship, Media and Talent / Player Management and Vendor Operations.

Worked cross-functionally across multiple teams at Twitch, Twitch Prime / Amazon Gaming, numerous sponsors, infrastructure partners and vendors.

Brought new Excitement to Esports: led on bringing new entertainment aspects to the '3rd-Spaces' of the conference including live music entertainment, audio-visual content, sponsor activations and VIP events.



[WATCH VIDEO](#)

twitch
2018 **CON**

2 0 1 9 _ 2 0 2 0

TEDxSEATTLE

TED conferences are world-renowned, and TEDxSeattle is one of the original and largest locally run conference.

As Head of Partnerships, I am responsible for defining and executing the overall Partnership strategy and budget.

I have built, manage, and enable my team of nine sales leads and account managers to land and deliver benefits to partners ranging from local supporter donations up to \$100k+ cash sponsorships from global brands. We produce branded experiences underwritten by larger sponsorships.





5 STAGES.  45 BANDS.



[WATCH VIDEO](#)

2 0 0 8 - 2 0 1 8

JIM BEAM HOMEGROWN

Jim Beam Homegrown is an iconic New Zealand music festival held annually on the Wellington waterfront. It is Kiwi music's biggest day with 5 stages, over 45 acts and sellout crowds of 20,000!

HIGHLIGHTS

Our clients included global brands: Jim Beam, Red Bull, Heineken, Vodafone, Samsung, Lipton, Cadbury & more... The sponsorship portfolio grosses over \$1m per year.

Managed mainstream media buying, digital content creation & advertising budgeting at \$2.5m.

Responsible for at-event revenue reconciliation that generated \$1m+.



2 0 1 1

RUGBY WORLD CUP

The Rugby World Cup is the 3rd largest sporting event in the world.

New Zealand hosted the 2011 Rugby World Cup (RWC) from 9 September to 23 October 2011 in Auckland, New Zealand.

The New Zealand Government and Auckland City contracted me to help plan and deliver the nation's premier Rugby World Cup 2011 Fanzone, festival and showcase experience on the waterfront in Auckland.

[WATCH VIDEO](#)





vodafone

2 0 0 6 - 2 0 0 8

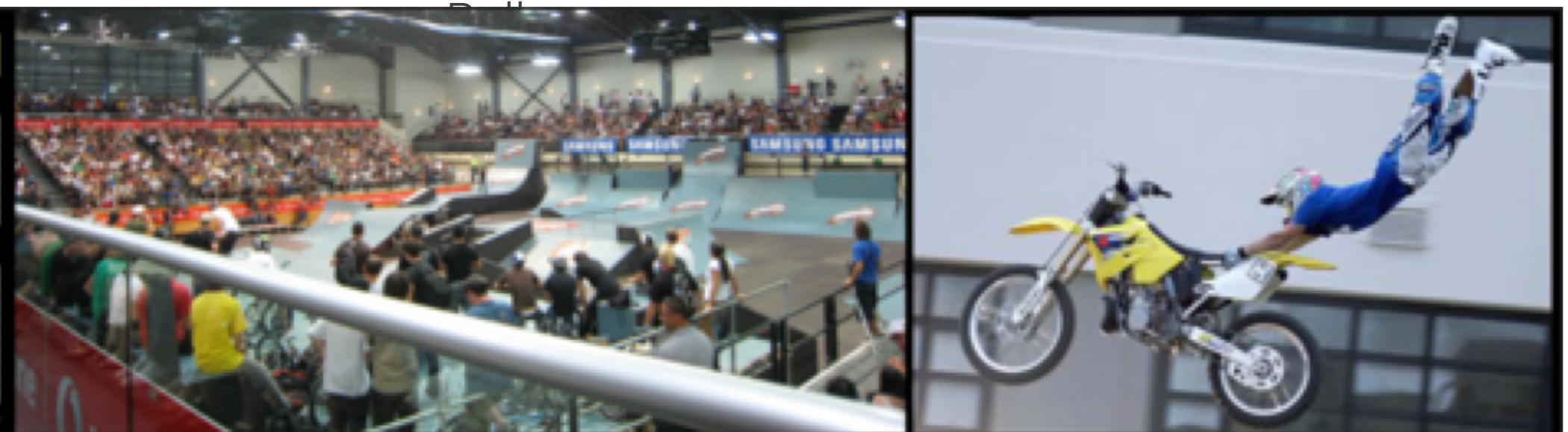
X-GAMES



Vodafone X*AIR took over the NZ Capital waterfront in 2006 & 2007 with 100,000 spectators and the most extreme entertainment on the plant (as part of the X-Games World Tour). The world's best Skaters (including Tony Hawk at the height of his career), In-liners, Break Dancers, and BMX and FMX riders; alongside live music from top bands & dis, bars and break-out VIP parties.

I organized those parties including a 10,000 person After Party presented by Vodafone, Jim Beam & Red

EVENT SCHEDULE						
VODAFONE AIR 2007 - WELLINGTON WATERFRONT						
FRIDAY NIGHT - 8TH FEBRUARY						
TIME	ACT	ACT	ACT	ACT	ACT	ACT
18:00-19:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
19:00-20:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
20:00-21:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
21:00-22:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
SATURDAY - 9TH FEBRUARY						
TIME	ACT	ACT	ACT	ACT	ACT	ACT
18:00-19:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
19:00-20:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
20:00-21:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE
21:00-22:00	SKATE	SKATE	SKATE	SKATE	SKATE	SKATE





2 0 0 9 - 2 0 1 6

NEW ZEALAND CUP & SHOW

New Zealand Cup and Show Week in Christchurch is the biggest and most exciting spring festival in the country..

[WATCH VIDEO](#)





2 0 0 9 - 2 0 1 3

COROMANDEL GOLD

25,000 NYE revelers camping 2-nights on the beach and partying under the stars to NZ and international artists



2 0 0 6 - 2 0 0 9

SUMMERSET FESTIVAL

New Zealand's best bands playing to a packed cricket ground full of dancers and festival clowns



2 0 0 6 - 2 0 1 3

UNIVERSITY EVENTS

A variety of University events from summer festivals to winter balls



2 0 0 9 - 2 0 1 6

WINERY TOURS

Multiple annual music tours across NZ's most stunning winery locations



2 0 1 1

NZ BURTON OPEN

As part of the World Snowboarding Champs hosted in New Zealand's winter wonderland



2 0 1 2 - 2 0 1 4

STADIUM CONCERTS

Some of the largest stadium gigs in the country

Get in Touch

“Good fortune is what happens when opportunity meets with planning.”

– Thomas Edison.

SEATTLE, WASHINGTON



206-708-3934



EMAIL: JONNIE@JONNIEHALSTEAD.COM

