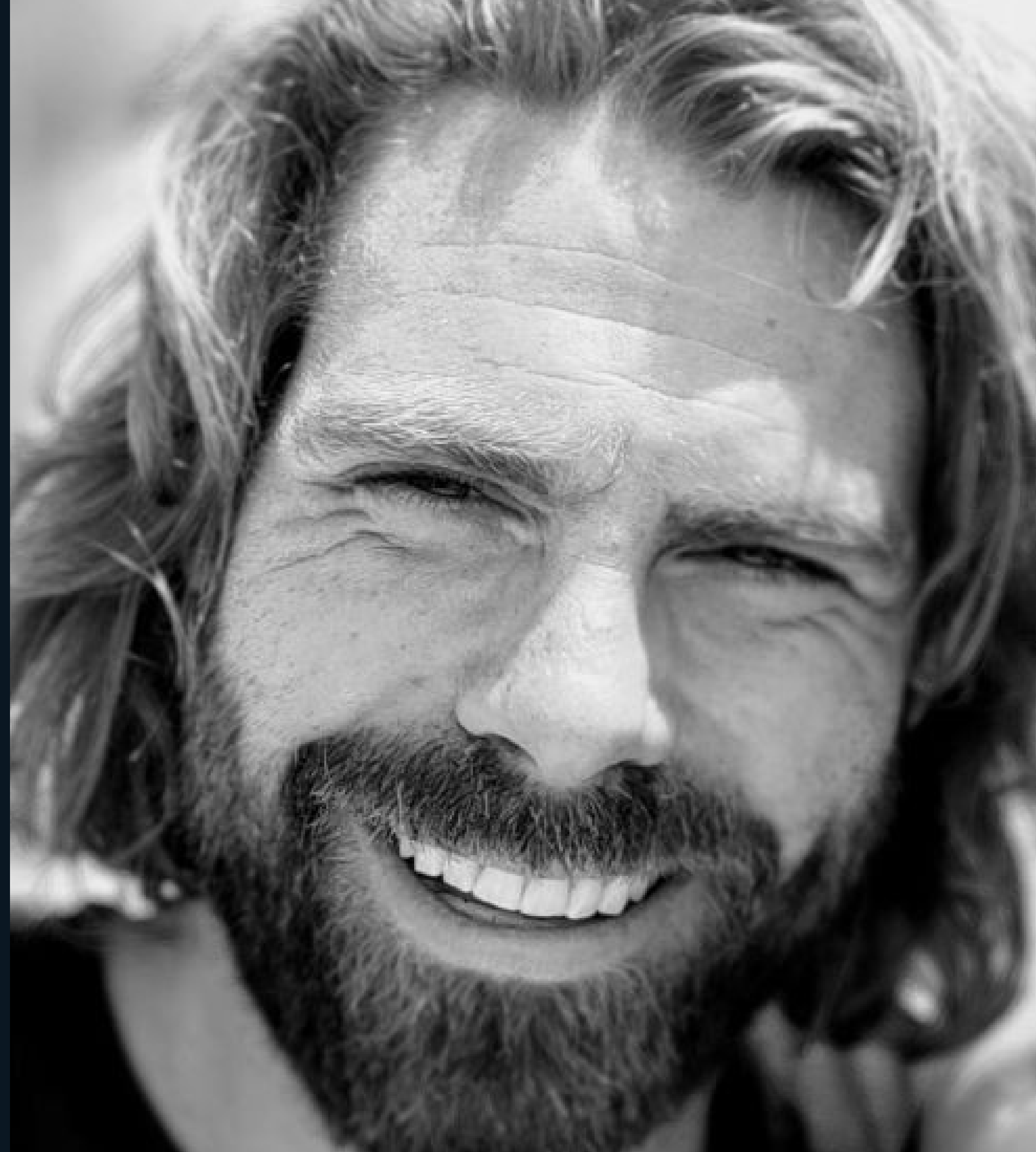
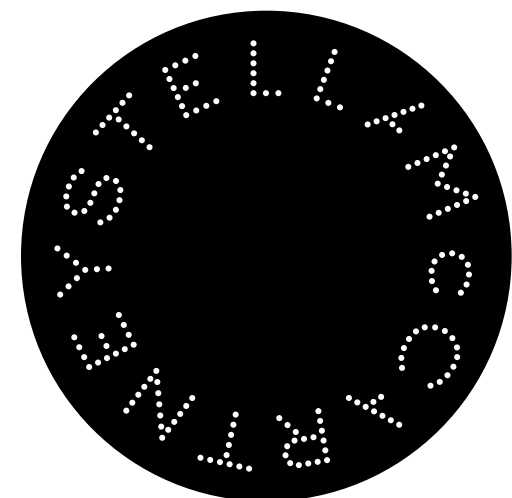
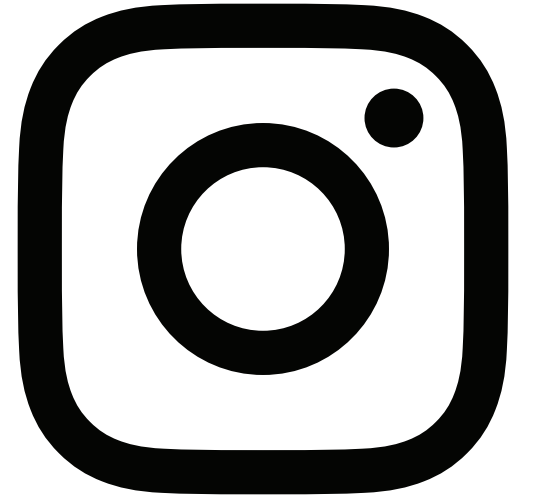


*Kimber Sykes*

PROFESSIONAL PORTFOLIO



SOME OF THE  
BRANDS  
I HAVE  
WORKED  
WITH....



**DELIVERED  
AROUND  
THE WORLD.**



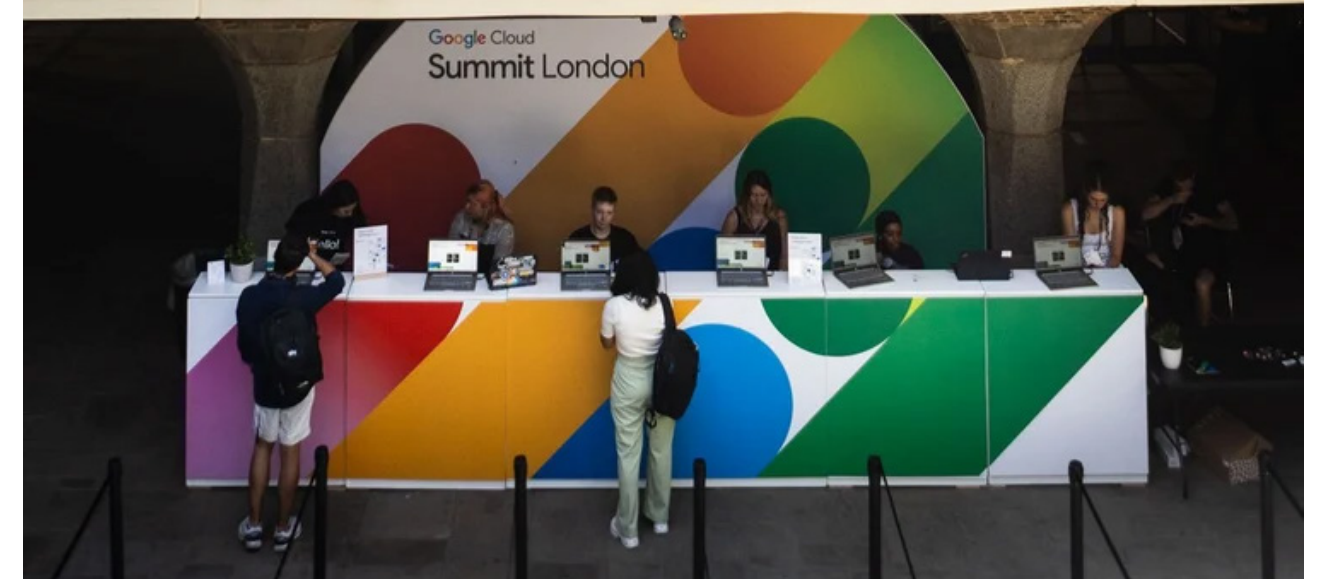
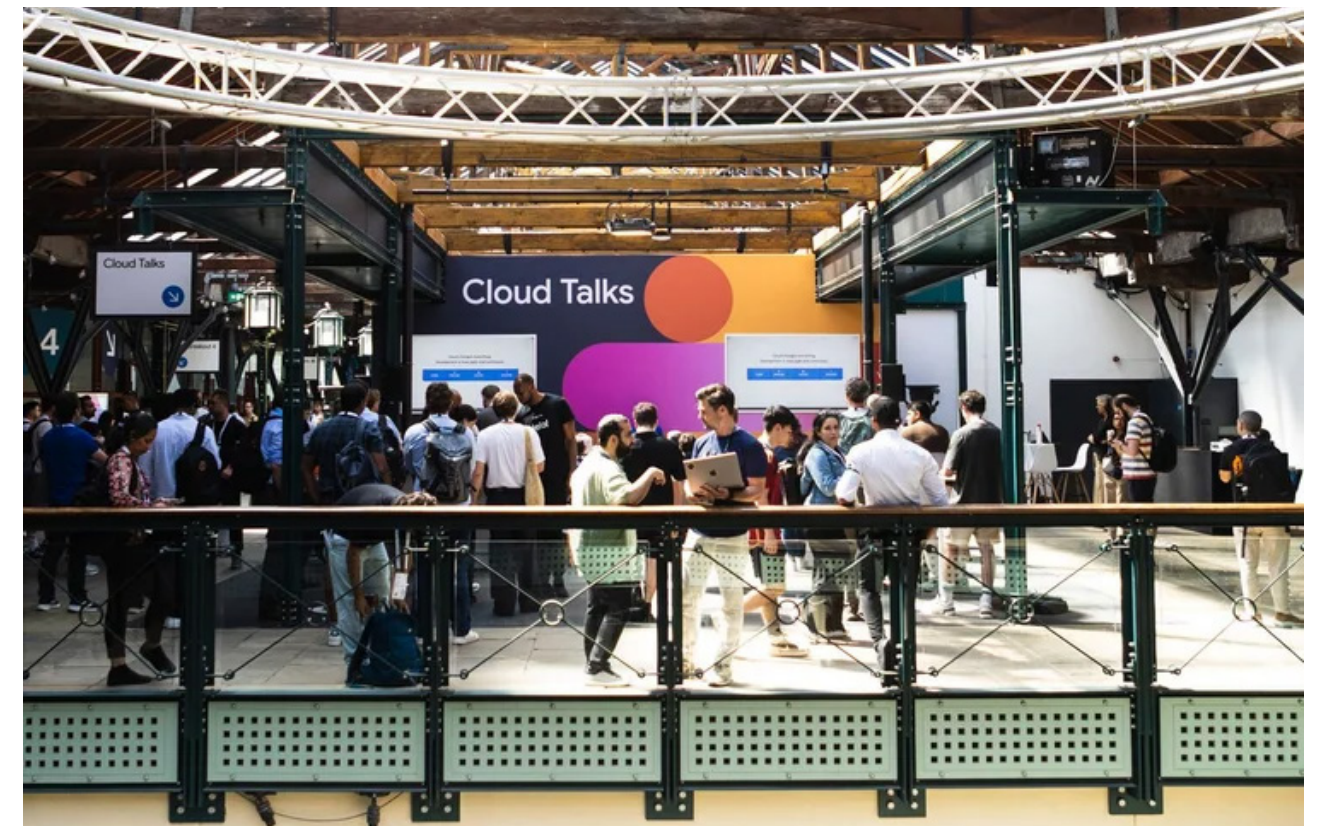


**ROLE** PRODUCTION MANAGER  
**AGENCY** WONDER UK  
**CLIENT** GOOGLE CLOUD  
**PROJECT** SUMMIT 2025

FOR LONDON SUMMIT 2025, I LED THE PRODUCTION MANAGEMENT AND TECHNICAL DELIVERY ACROSS NINE LIVE CONFERENCE ROOMS, OPERATING IN PARALLEL WITHIN A SINGLE, TIGHTLY PROGRAMMED EVENT. MY ROLE SAT AT THE INTERSECTION OF CONTENT, TECHNICAL INFRASTRUCTURE, AND ON-THE-GROUND DELIVERY, ENSURING EVERY ROOM RAN SAFELY, SMOOTHLY, AND ON SCHEDULE WHILE SUPPORTING THE WIDER PRODUCTION TEAM ACROSS THE SITE.

I WAS RESPONSIBLE FOR COORDINATING AV, STAGING, SHOW FLOW, AND CREW ACROSS ALL NINE SPACES, MANAGING MULTIPLE SESSION FORMATS INCLUDING KEYNOTES, PANELS, BREAKOUTS, AND WORKSHOPS. THIS INVOLVED DETAILED ADVANCE PLANNING, LIVE TROUBLESHOOTING, AND CONSTANT PRIORITISATION AS PROGRAMMING SHIFTED IN REAL TIME.

ALONGSIDE ROOM OWNERSHIP, I PROVIDED FLOATING PRODUCTION SUPPORT ACROSS THE EVENT, STEPPING IN WHERE PRESSURE PEAKED. THIS INCLUDED RESOLVING TECHNICAL FAULTS, SUPPORTING SPEAKERS AND MODERATORS, ADAPTING ROOMS TO LAST-MINUTE CHANGES, AND MAINTAINING CONSISTENCY OF EXPERIENCE FOR BOTH AUDIENCES AND PRESENTERS.





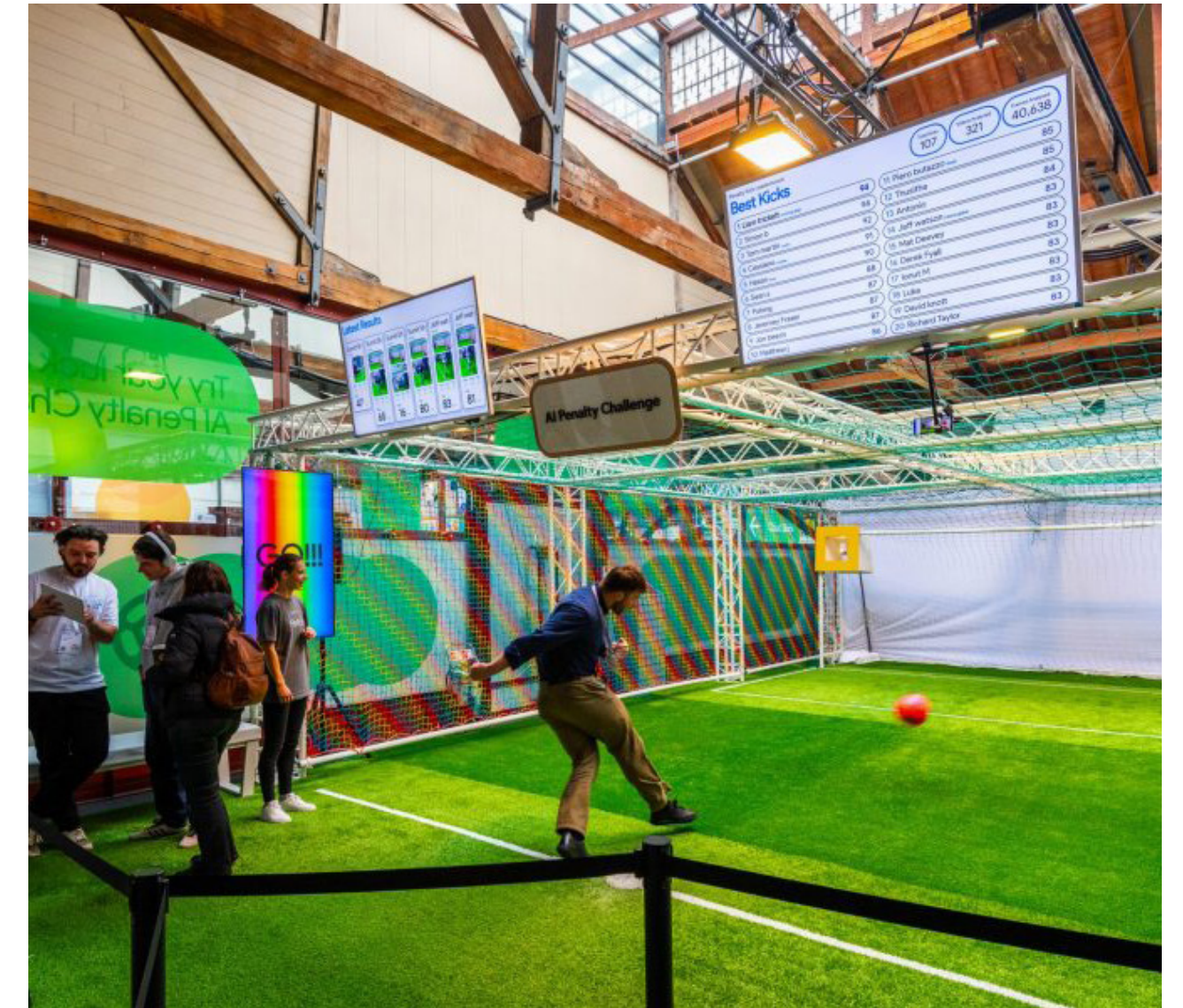
**ROLE** EXECUTIVE PRODUCER  
**AGENCY** INVNT  
**CLIENT** GEELY AUTO INTERNATIONAL  
**PROJECT** EX5 & AU BRAND LAUNCH

GEELY AUTO, A CHINESE ELECTRIC VEHICLE COMPANY, USED THIS SERIES OF EVENTS TO MARK THEIR LAUNCH INTO AUSTRALIA. AS EXECUTIVE PRODUCER, I OVERSAW THE DELIVERY OF THREE KEY ELEMENTS: THE MEDIA DRIVE DAY, AN INTERNAL STAFF TRAINING PROGRAM, AND THE OFFICIAL LAUNCH OF THE EX5 VEHICLE AND BRAND.

THE MAIN EVENT TOOK PLACE AT SYDNEY'S ICONIC LUNA PARK, WELCOMING 400 GUESTS, INCLUDING MEDIA, KEY STAKEHOLDERS, DEALERS, AND LOCAL PUBLIC OFFICIALS. NAVIGATING TIGHT TIMELINES AND CULTURAL DIFFERENCES, WE DELIVERED A HIGHLY SUCCESSFUL EVENT, LEAVING THE CLIENT THRILLED WITH THE OUTCOME.

I ASSEMBLED A TEAM FROM MY TRUSTED NETWORK OF FREELANCE PRODUCERS AND COLLABORATED CLOSELY WITH AGENCY CREATIVES AND FINANCE TEAMS TO BRING THE VISION TO LIFE. THE EVENT FEATURED AN AMBITIOUS 360° PROJECTION BLEND USING 37 PROJECTORS—ALONGSIDE A SCOPE OF WORK THAT SEEMED TO EVOLVE BY THE HOUR!





**ROLE**  
**AGENCY**  
**CLIENT**  
**PROJECT**

**TECHNICAL**  
**WONDER, UK**  
**GOOGLE CLOUD**  
**SUMMIT 2024**

THE EVENT AT TOBACCO DOCK IN LONDON BROUGHT TOGETHER 4,000 ATTENDEES OVER TWO DAYS TO EXPLORE THE LATEST ADVANCEMENTS IN GENERATIVE AI, SECURITY, CLOUD DATA, AND COLLABORATION TECHNOLOGIES.

I LED THE TECHNICAL DELIVERY IN THE EXPERIENTIAL AREAS, MANAGING ALL AUDIO-VISUAL ELEMENTS AND ENSURING SEAMLESS EXECUTION. THIS INCLUDED OVERSEEING AI TECHNOLOGY ACTIVATIONS AND SUPPORTING OVER 60 EXHIBITOR STANDS TO GUARANTEE A FLAWLESS ATTENDEE EXPERIENCE.

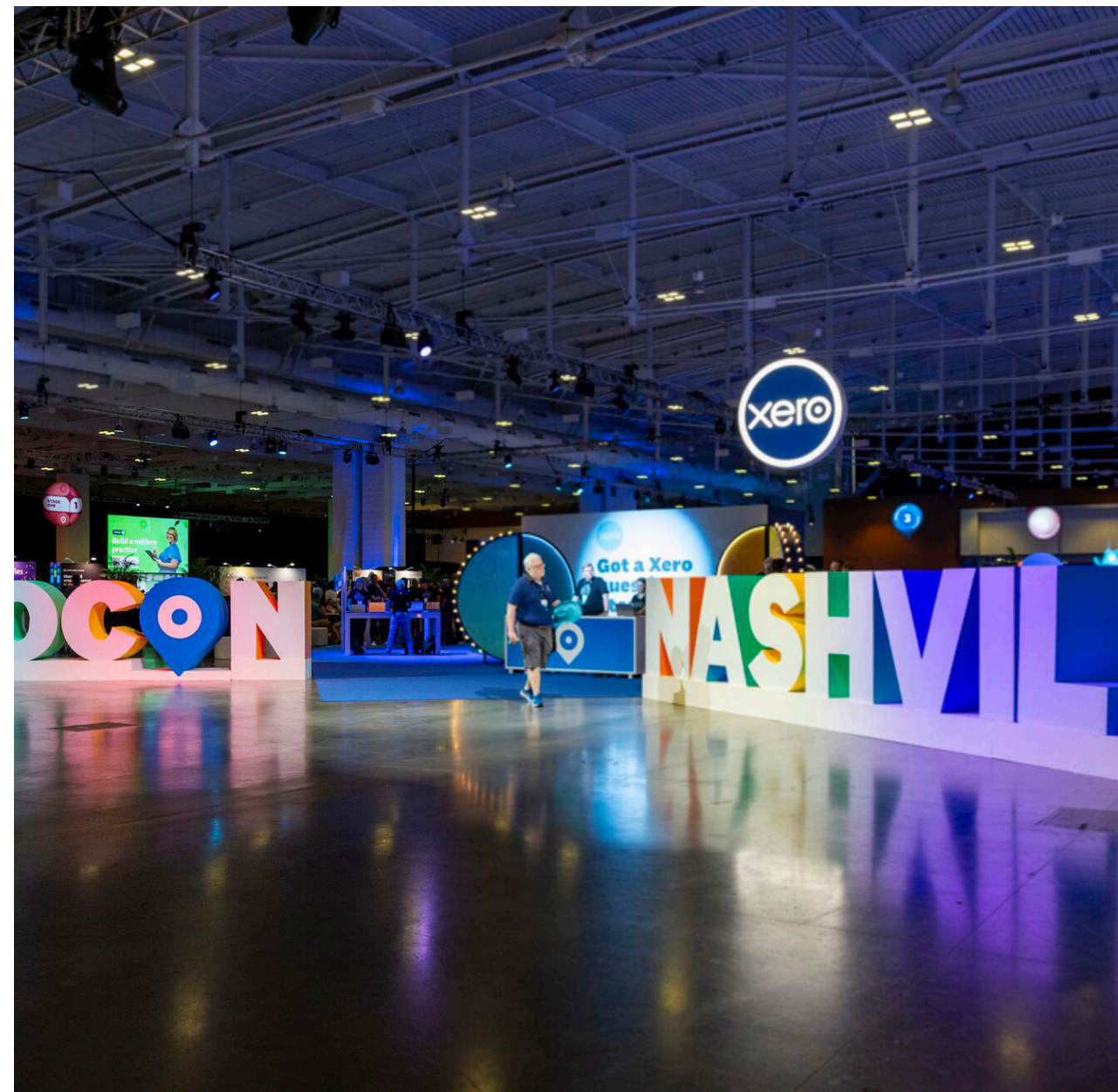




**ROLE** TECHNICAL DIRECTOR  
**AGENCY** INVNT, SYD  
**CLIENT** XERO  
**PROJECT** XEROCON NASHVILLE

XEROCON IS A B2B CONFERENCE DESIGNED TO EDUCATE ACCOUNTING PROFESSIONALS ON THE BENEFITS OF XERO'S SOFTWARE. THE EVENT FEATURES A MAIN PLENARY, AN EXTENSIVE EXHIBITION FLOOR, AND MULTIPLE BREAKOUT ROOMS AND STAGES, WELCOMING AROUND 3,000 PROFESSIONALS FROM ACROSS THE USA.

MY ROLE WAS TO OVERSEE THE PHYSICAL INSTALLATION OF THE EXHIBITION FLOOR AND PROVIDE TECHNICAL AND PRODUCTION SUPPORT TO THE SYDNEY-BASED PRODUCTION TEAM, ENSURING A SEAMLESS EVENT EXPERIENCE.



# AQUA RUGBY AUSTRALIA

**ROLE** EXECUTIVE PRODUCER  
**AGENCY** N/A  
**CLIENT** AQUA RUGBY AUSTRALIA  
**PROJECT** DARLING HARBOUR 2024

FULL-CONTACT RUGBY UNION, PLAYED ON A 30 X 30-METRE FLOATING PITCH—WHERE PLAYERS DIVE INTO THE WATER TO SCORE AND CAN BE TACKLED STRAIGHT OFF THE SIDE.

SET AGAINST THE BACKDROP OF SYDNEY'S ICONIC DARLING HARBOUR, THE AQUA RUGBY FESTIVAL TOOK PLACE FROM 11-13 APRIL 2024, BRINGING TOGETHER GLOBAL RUGBY STARS AND A DIVERSE LINEUP OF INVITATIONAL CLUBS.

AS EXECUTIVE PRODUCER, I LED THE EVENT'S CURATION AND DELIVERY IN ITS NEW LOCATION. THIS INVOLVED DEVELOPING FRESH REVENUE STRATEGIES, DESIGNING INFRASTRUCTURE TAILORED TO THE UNIQUE ENVIRONMENT, AND ENSURING A SAFE AND SEAMLESS EXPERIENCE FOR PLAYERS AND SPECTATORS ALIKE.

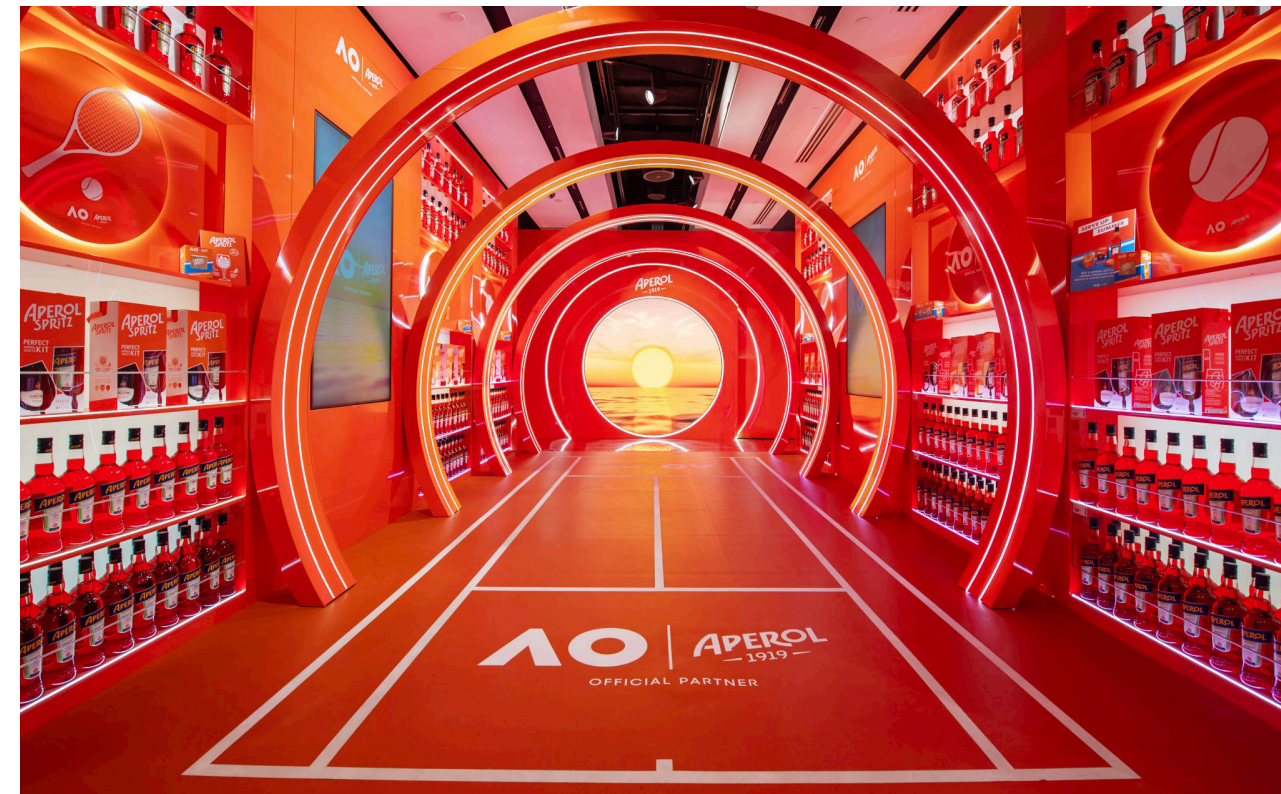
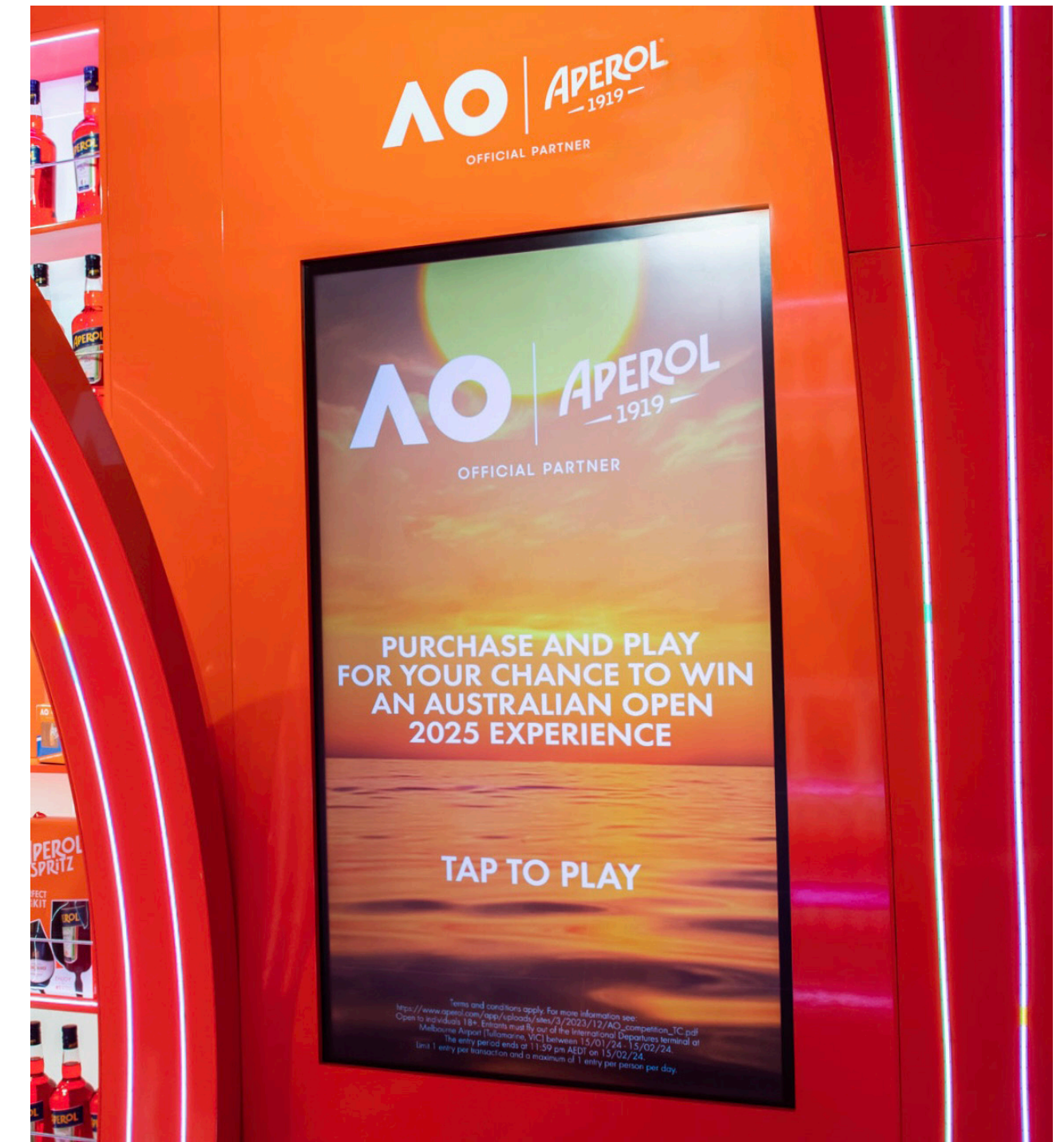


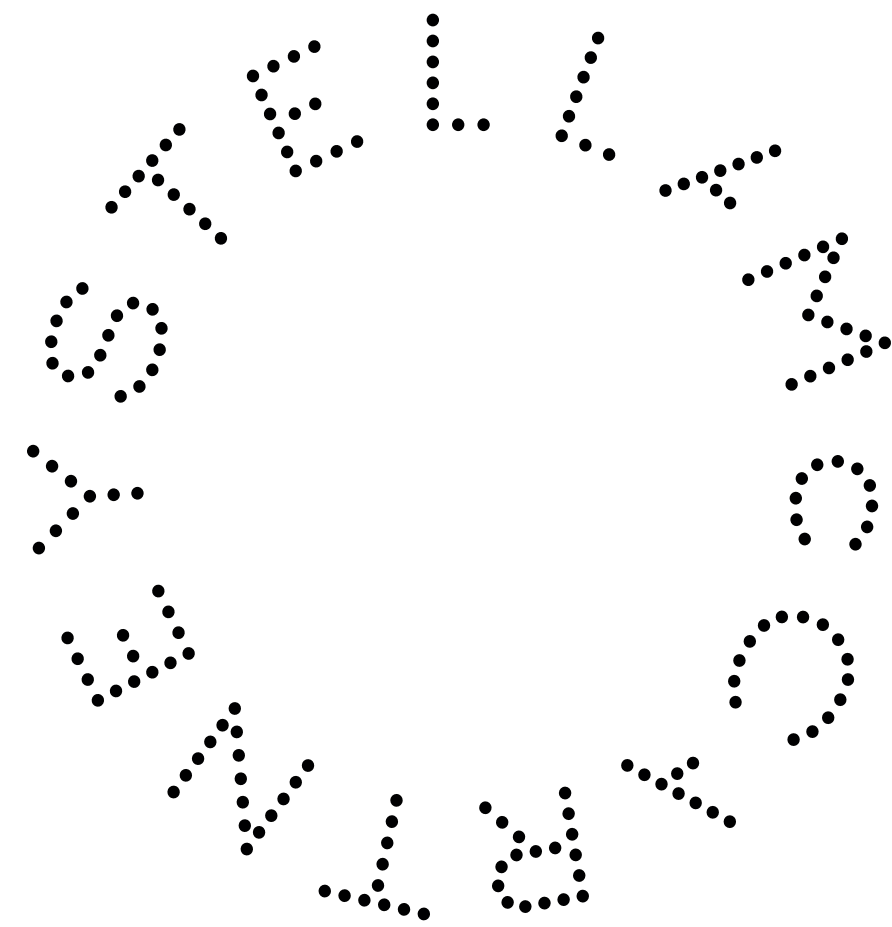
# APEROL — 1919 —

**ROLE** EXECUTIVE PRODUCER  
**AGENCY** YAKUSAN, AUS  
**CLIENT** APEROL SPRITZ  
**PROJECT** AUSTRALIAN OPEN

APEROL SPRITZ WAS THE OFFICIAL APERITIF SPONSOR OF THE AUSTRALIAN OPEN 2024. AS PART OF THEIR SPONSORSHIP, THEY PARTNERED WITH LOTTE DUTY-FREE TO CREATE A STANDOUT CONCEPT STORE IN MELBOURNE AIRPORT'S INTERNATIONAL DEPARTURES TERMINAL.

AS EXECUTIVE PRODUCER, I OVERSAW THE DELIVERY OF THE STORE AND ITS SUPPORTING CONTENT. WE DESIGNED A BESPOKE TENNIS-THEMED INTERACTIVE GAME AND DEVELOPED A STRIKING LARGE-FORMAT SUNSET INSTALLATION—THE STORE'S SIGNATURE FEATURE—CREATING A VIBRANT AND IMMERSIVE BRAND EXPERIENCE.





**ROLE** EXECUTIVE PRODUCER  
**AGENCY** INVNT, UAE  
**CLIENT** STELLA MCCARTNEY  
**PROJECT** MARKET PLACE @ COP28

STELLA MCCARTNEY LAUNCHED A SUSTAINABLE INNOVATION EXHIBIT DURING THE COP28 UN CLIMATE CONFERENCE—STELLA MCCARTNEY'S SUSTAINABLE MARKET: INNOVATING TOMORROW'S SOLUTIONS.

I TOOK ON MULTIPLE ROLES, INCLUDING CLIENT HANDLING, PRODUCTION MANAGEMENT, AND LIVE EVENT EXECUTION. THE EXHIBIT WAS DESIGNED AS A MODULAR, TRAVEL-READY INSTALLATION, BUILT SUSTAINABLY IN LINE WITH THE CONFERENCE'S ENVIRONMENTAL GUIDELINES.

A STANDOUT FEATURE WAS THE 3D-PRINTED STALLS, WHICH SHOWCASED CUTTING-EDGE MATERIAL TECHNOLOGY. USING PHOTOCATALYSIS AND CATALYSIS PROCESSES, THESE STRUCTURES ACTIVELY REMOVED HARMFUL POLLUTANTS LIKE CO<sub>2</sub>, VOCs, AND NOx FROM THE AIR—TRANSFORMING SURFACES INTO CARBON-NEGATIVE FORCES FOR GOOD.



# Canva

**ROLE** EXECUTIVE PRODUCER  
**AGENCY** JACK MORTON, UK  
**CLIENT** CANVA  
**PROJECT** CANVA STUDIO POP UP

CANVA STUDIO WAS A POP-UP EXPERIENTIAL ACTIVATION IN HOLBORN, CENTRAL LONDON, DESIGNED TO IMMERSE GUESTS IN THE CANVA PRODUCT THROUGH INTERACTIVE AND ENGAGING EXPERIENCES.

AS EXECUTIVE PRODUCER, I MANAGED THE CLIENT AND SUPPLIERS TO BRING THE EVENT TO LIFE. WITH JUST THREE WEEKS FROM CONCEPT TO DELIVERY, THE PROJECT DEMANDED METICULOUS OVERSIGHT—NAVIGATING TIGHT DEADLINES, MATERIAL AVAILABILITY CHALLENGES, AND A COMPLEX SET BUILD.

DESPITE THE FAST TURNAROUND (AND A FAIR SHARE OF BLOOD, SWEAT, AND TEARS), THE EVENT WAS DELIVERED ON TIME AND ON BUDGET—PROVING THAT ANYTHING IS POSSIBLE WITH THE RIGHT TEAM AND A BIT OF CREATIVE PROBLEM-SOLVING.





**ROLE** SENIOR PRODUCER  
**AGENCY** AMPLIFY, UK  
**CLIENT** GOOGLE HARDWARE UK  
**PROJECT** PIXEL 3 LAUNCH

GOOGLE PIXEL'S CURIOSITY ROOMS – A PLAYGROUND FOR INQUISITIVE MINDS.

THIS FIVE-WEEK RESIDENCY TRANSFORMED 55 REGENT STREET (THE FORMER TOWER RECORDS) IN THE HEART OF PICCADILLY CIRCUS INTO AN IMMERSIVE, THREE-FLOOR EXPERIENCE BLENDING FASHION, FOOD, AND TECH. DESIGNED TO RECONNECT PEOPLE WITH THE MAGIC OF EVERYDAY LIFE, THE SPACE SHOWCASED GOOGLE PIXEL FEATURES IN A FUN, INTERACTIVE, AND SEAMLESSLY NATURAL WAY.

AN EXPERIENTIAL-FIRST CAMPAIGN THAT BRIDGED THE GAP BETWEEN EXPERIENCE AND RETAIL, CURIOSITY ROOMS WAS DEVELOPED IN PARTNERSHIP WITH 72ANDSUNNY, OMD, ESSENCE, AND HALPERN—CONCEPTUALIZED AND DELIVERED IN JUST EIGHT WEEKS.



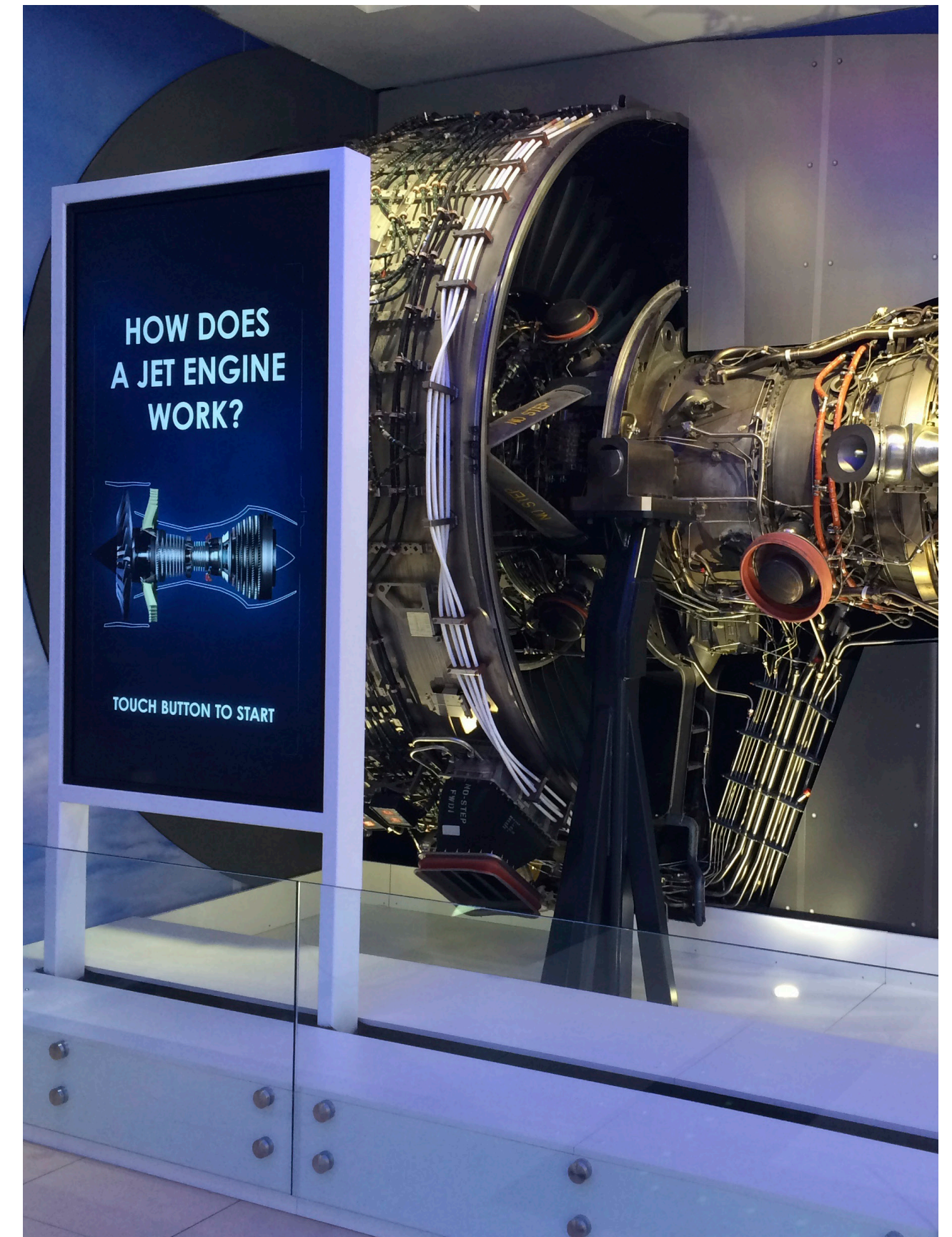
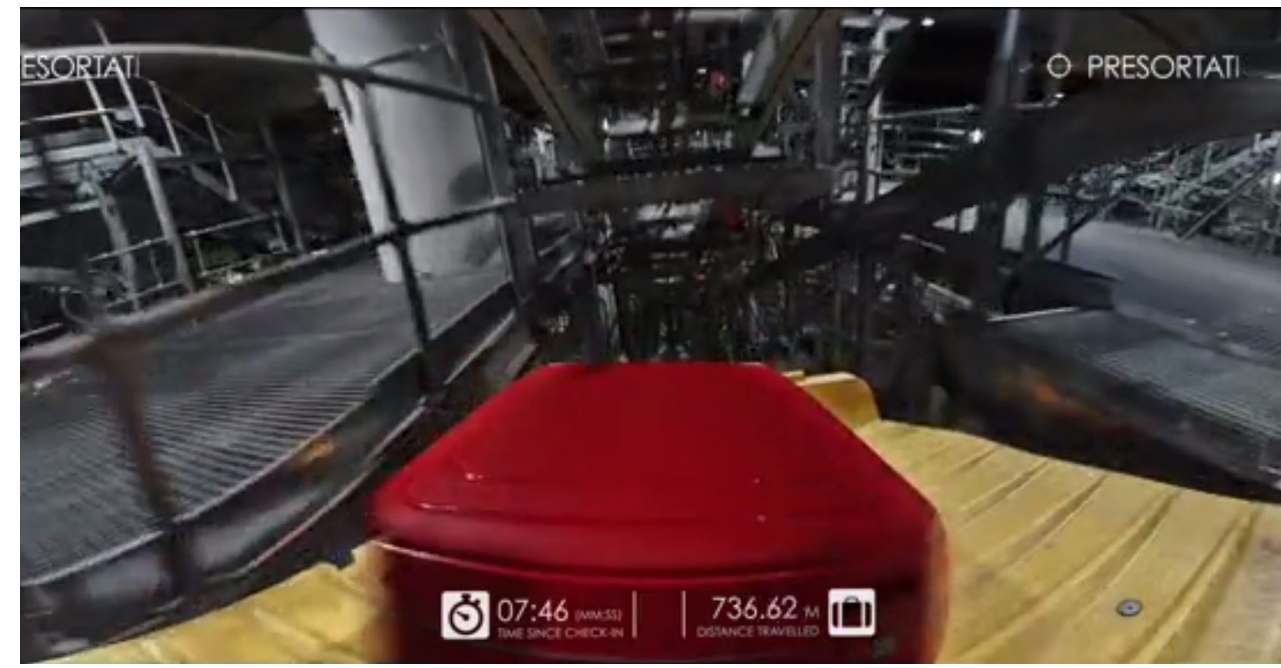
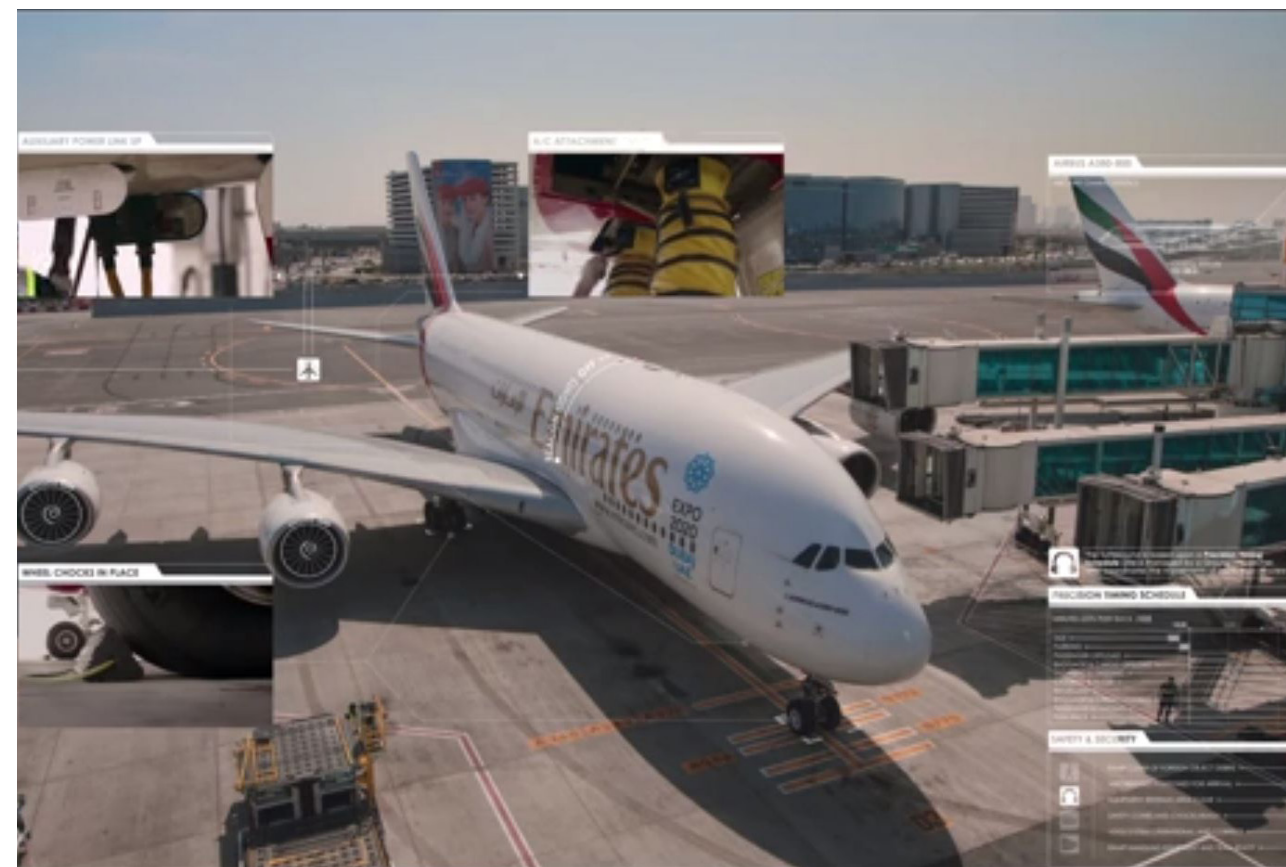
# Emirates

**ROLE** PROJECT LEAD  
**AGENCY** PULSE GROUP, UK  
**CLIENT** EMIRATES AIRLINE  
**PROJECT** AVIATION EXPERIENCE

AS PART OF THEIR SPONSORSHIP OF THE EMIRATES AIR LINE, EMIRATES SET OUT TO SHOWCASE HOW THEIR INNOVATIVE TECHNOLOGY CONNECTS PEOPLE ACROSS THE GLOBE.

SPANNING 500 SQM OVER TWO FLOORS IN GREENWICH, THE CHALLENGE WAS TO CREATE AN EXPERIENCE THAT WAS BOTH ENTERTAINING FOR VISITORS AND EDUCATIONAL AS A RESOURCE.

PULSE'S DESIGN BROUGHT THIS VISION TO LIFE WITH FOUR INTERACTIVE FLIGHT SIMULATORS, A LARGE-SCALE A380 NOSE CONE, A STRIPPED-DOWN ROLLS-ROYCE TRENT 900 ENGINE, A 360° HOLOGRAM, AND A HOST OF BEHIND-THE-SCENES AVIATION FEATURES—BLENDING INNOVATION WITH IMMERSIVE STORYTELLING.



# NETFLIX

**ROLE** PRODUCTION DIRECTOR  
**AGENCY** AMPLIFY. FR  
**CLIENT** NETFLIX  
**PROJECT** STRANGER THINGS LAUNCH

TO LAUNCH SEASON 5 OF STRANGER THINGS, NETFLIX CREATED AN IMMERSIVE FAN EXPERIENCE IN PARIS, TRANSPORTING GUESTS INTO THE WORLD OF HAWKINS HIGH SCHOOL—AND INEVITABLY, THE UPSIDE DOWN.

HOSTED AT THE HISTORIC CIRQUE D'HIVER IN THE 11TH ARRONDISSEMENT, THE SIX-DAY EVENT FEATURED 12 INTERACTIVE EXPERIENCE AREAS AND A CAST OF 28 ACTORS, BRINGING THE SHOW'S UNIVERSE TO LIFE.

AS THE LEAD ON PRODUCTION, I MANAGED THE TEAM OF PRODUCERS AND SUPPLIERS TO DELIVER THE EVENT IN JUST SEVEN WEEKS—NAVIGATING TIGHT DEADLINES AND THE UNIQUE CHALLENGES OF PRODUCING LARGE-SCALE EXPERIENCES AS THE WORLD EMERGED FROM THE PANDEMIC.



# PARRTJIMA

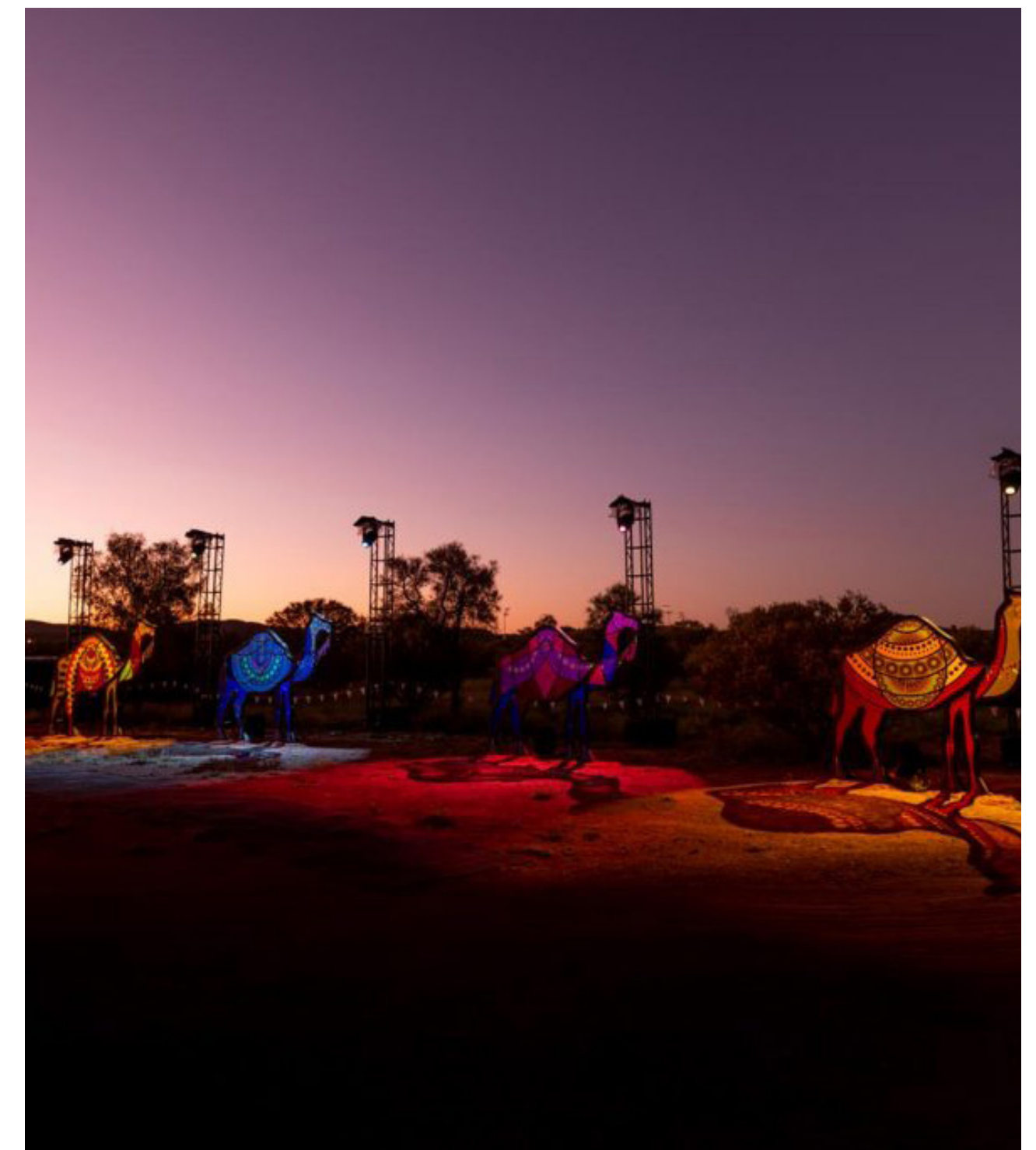
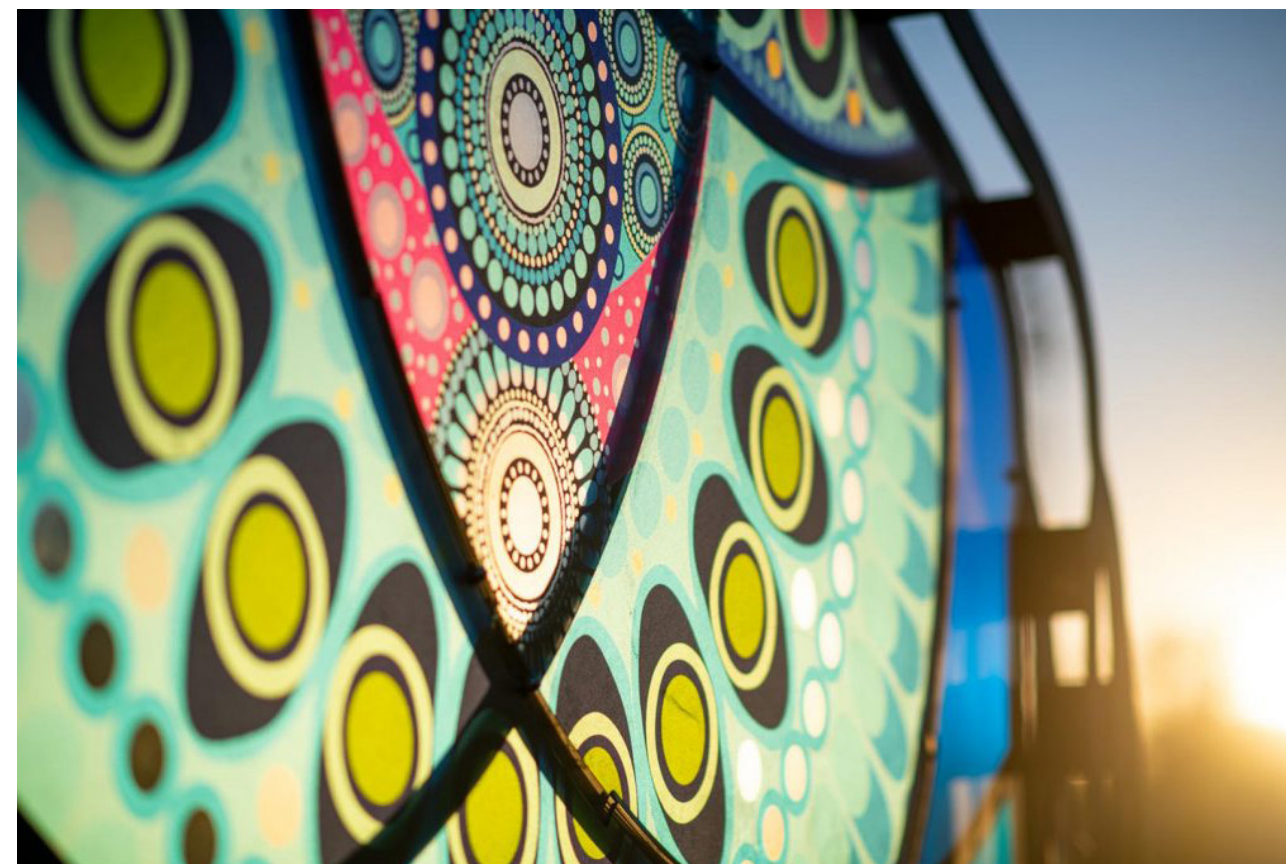
A FESTIVAL IN LIGHT

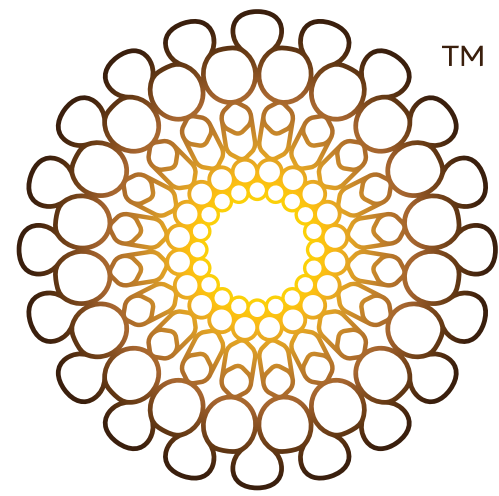


**ROLE** CREATIVE TECHNOLOGIST  
**AGENCY** AGB EVENTS  
**CLIENT** TOURISM NT  
**PROJECT** PARRTJIMA 2021 / 2022

PARRTJIMA IS A UNIQUE CELEBRATION WHERE THE OLD MEETS THE NEW—AUSTRALIA'S ONLY AUTHENTIC ABORIGINAL LIGHT FESTIVAL, SHOWCASING THE WORLD'S OLDEST CONTINUOUS CULTURE THROUGH CUTTING-EDGE TECHNOLOGY. SET AGAINST THE STUNNING 300-MILLION-YEAR-OLD CANVAS OF THE MACDONNELL RANGES IN CENTRAL AUSTRALIA, THE FESTIVAL BLENDS TRADITION AND INNOVATION.

AS A CREATIVE TECHNOLOGIST, MY ROLE WAS TO BRING THE ARTIST'S VISION TO LIFE BY VISUALISING THEIR WORK THROUGH STRUCTURE AND SCULPTURE. THE CHALLENGE WAS ENSURING THAT THE KEY ELEMENTS OF THE ARTWORK WERE PRESENTED IN A STABLE AND VISUALLY STRIKING WAY, ESPECIALLY IN THE DYNAMIC NIGHTTIME ENVIRONMENT.





**EXPO  
2020  
DUBAI  
UAE**

**ROLE**  
**AGENCY**  
**CLIENT**  
**PROJECT**

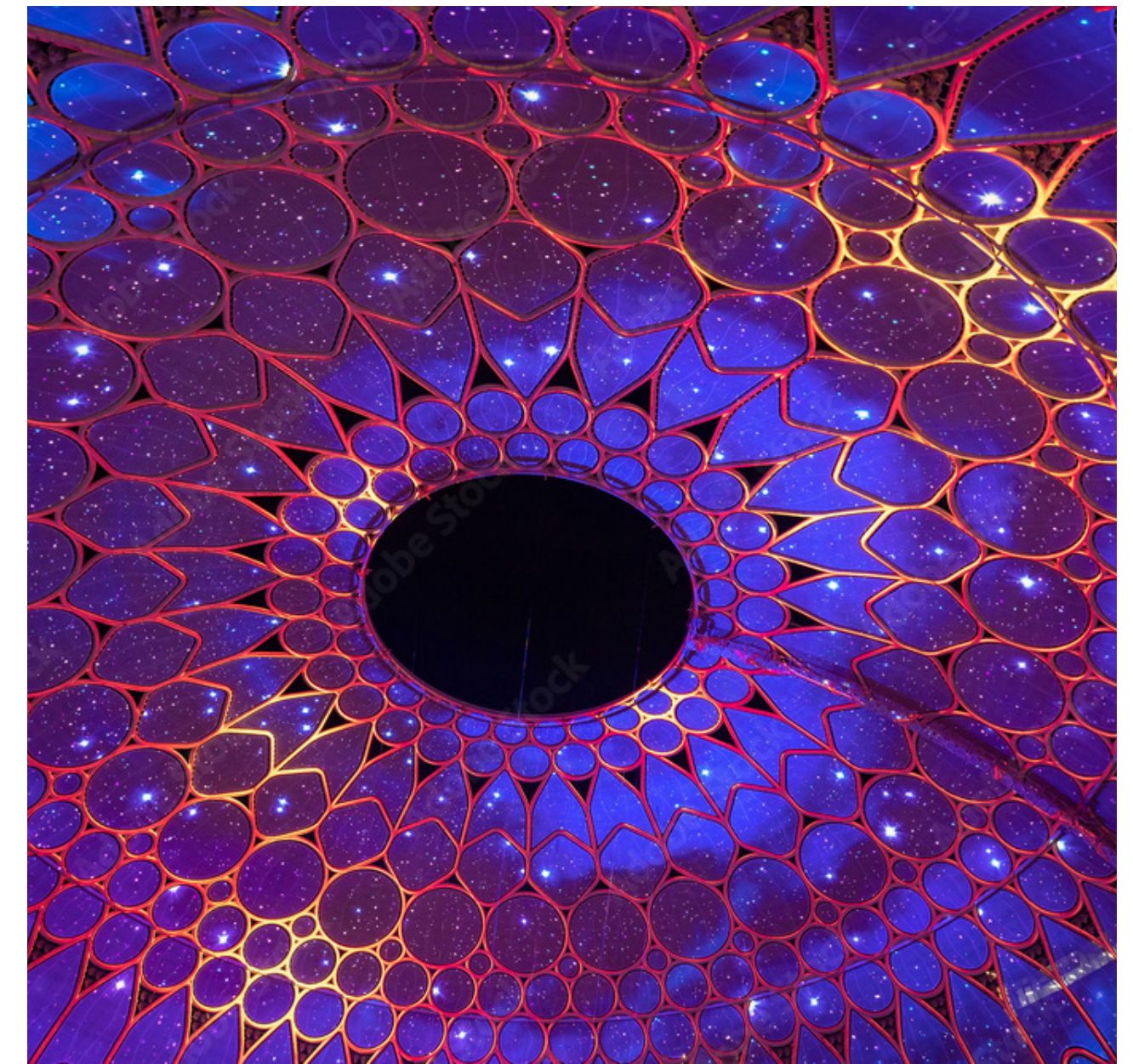
**PROJECT LEAD**  
**CURIOUS, AUS**  
**CLIENT**  
**EXPO 2020**  
**PROJECT**  
**NATIONAL DAY 2021**

IN DECEMBER 2021, DUBAI CELEBRATED ITS GOLDEN ANNIVERSARY, MARKING 50 YEARS SINCE THE SIGNING OF THE UNIFICATION AGREEMENT THAT CREATED THE UNITED ARAB EMIRATES ON 2 DECEMBER 1971. THIS HISTORIC DAY WAS COMMEMORATED WITH GRAND CELEBRATIONS ACROSS THE CITY.

AS A REPRESENTATIVE OF CONTENT AGENCY CURIOUS, I WAS ON THE GROUND TO PRODUCE CONTENT FOR A MASSIVE 25,380-SQUARE-METER PROJECTION SURFACE, IN PARTNERSHIP WITH DAVID ATKIN EVENTS.

TO CREATE AN IMMERSIVE VISUAL EXPERIENCE, WE DESIGNED 42 CUSTOM PODS ARRANGED AROUND THE PERIMETER OF THE DOMED PLAZA. A TRIPLE-STACK OF PROJECTORS—DELIVERING 84 VIDEO CHANNELS ACROSS 252 PROJECTORS—BROUGHT THE CONTENT TO LIFE.

WE PRODUCED NEARLY A PETABYTE OF CONTENT, OVERCOMING THE CHALLENGES OF WORKING IN THE UNIQUE AND DEMANDING ENVIRONMENT THAT IS DUBAI.



**SC3**  
**The Falcon Flies**

**DELIVERY CODES**  
GOLD\_AW\_FCFLY\_00\_V\_A\_V05  
00:01:26:13

2 3 4 5 6 7 8 9 10 11 12 1

AUDIO IN-EAR MIX  
TC REF\_211123\_DAE\_GJ\_SEG04  
**SEGO4\_THE\_FALCON\_17:43:31:10**

SEGMENT TIME  
**17:43:31:10**

TOTAL RUNTIME  
00:12:28:09

NOTES:  
TIMING FOR VO AND STAGING ADDED

# Johnson & Johnson

**ROLE** EXECUTIVE PRODUCER  
**AGENCY** K&K PRODUCTIONS, AUS  
**CLIENT** JOHNSON & JOHNSON  
**PROJECT** MOBILE LABORATORY

I DESIGNED AND DELIVERED A TOURING LABORATORY FOR JOHNSON & JOHNSON MEDICAL, WITH THE TRAILER IMPORTED FROM TURKEY. I MANAGED THE INTERNAL FIT-OUT FROM SYDNEY, AUSTRALIA.

THE TRAILER SERVES AS A MOBILE SHOWCASE FOR THE COMPANY'S LATEST ROBOT-ASSISTED KNEE SURGERY MACHINE, OFFERING AN INTERACTIVE AND EDUCATIONAL EXPERIENCE. IT FEATURES A FULLY EQUIPPED LABORATORY, A CONFERENCE ROOM, AND A VR SUITE.

SOLAR-POWERED AND BUILT FOR TRAVEL, THIS UNIQUE TRAILER IS DESIGNED TO TOUR AROUND AUSTRALIA, BRINGING CUTTING-EDGE MEDICAL TECHNOLOGY DIRECTLY TO HEALTHCARE PROFESSIONALS ACROSS THE COUNTRY.

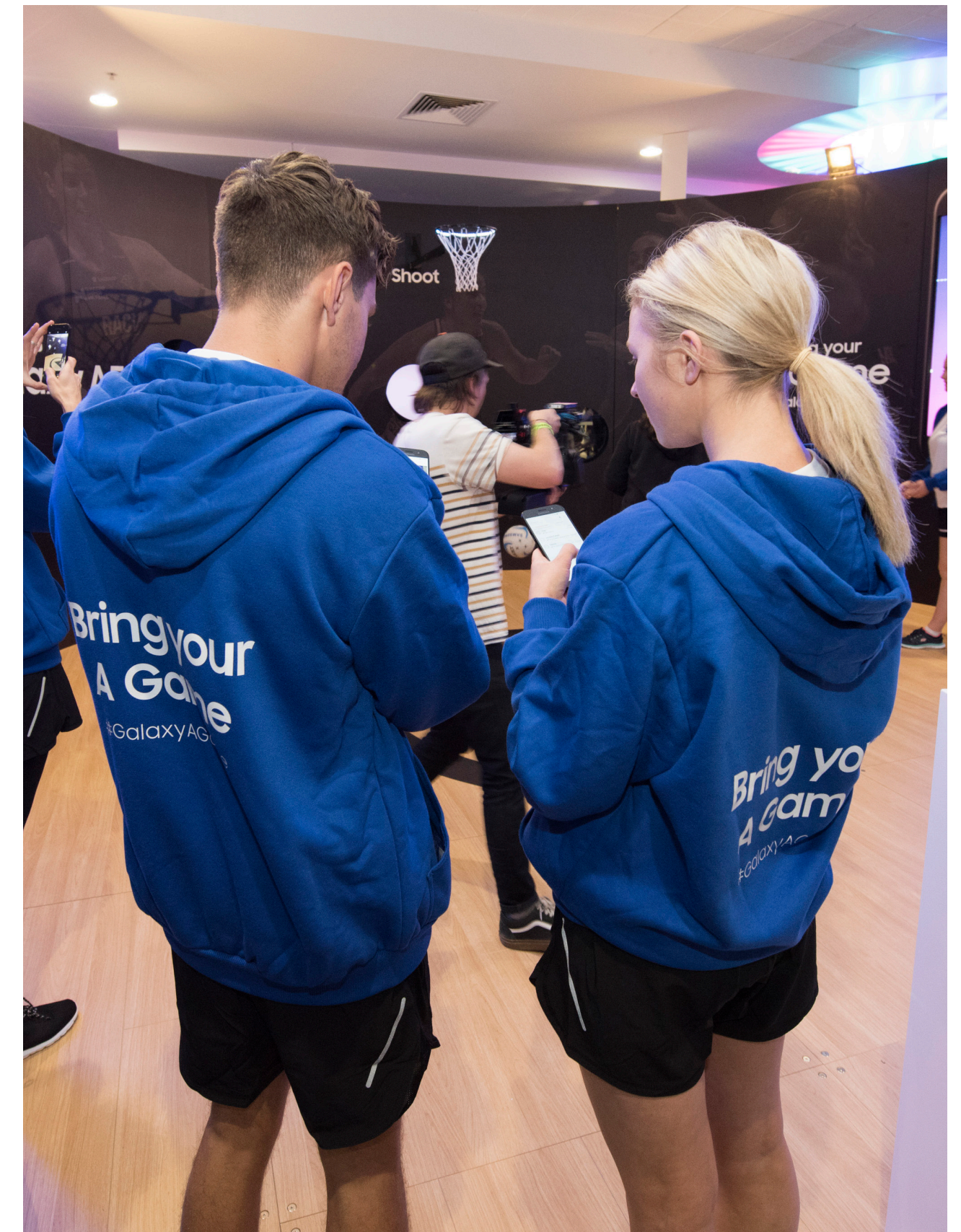
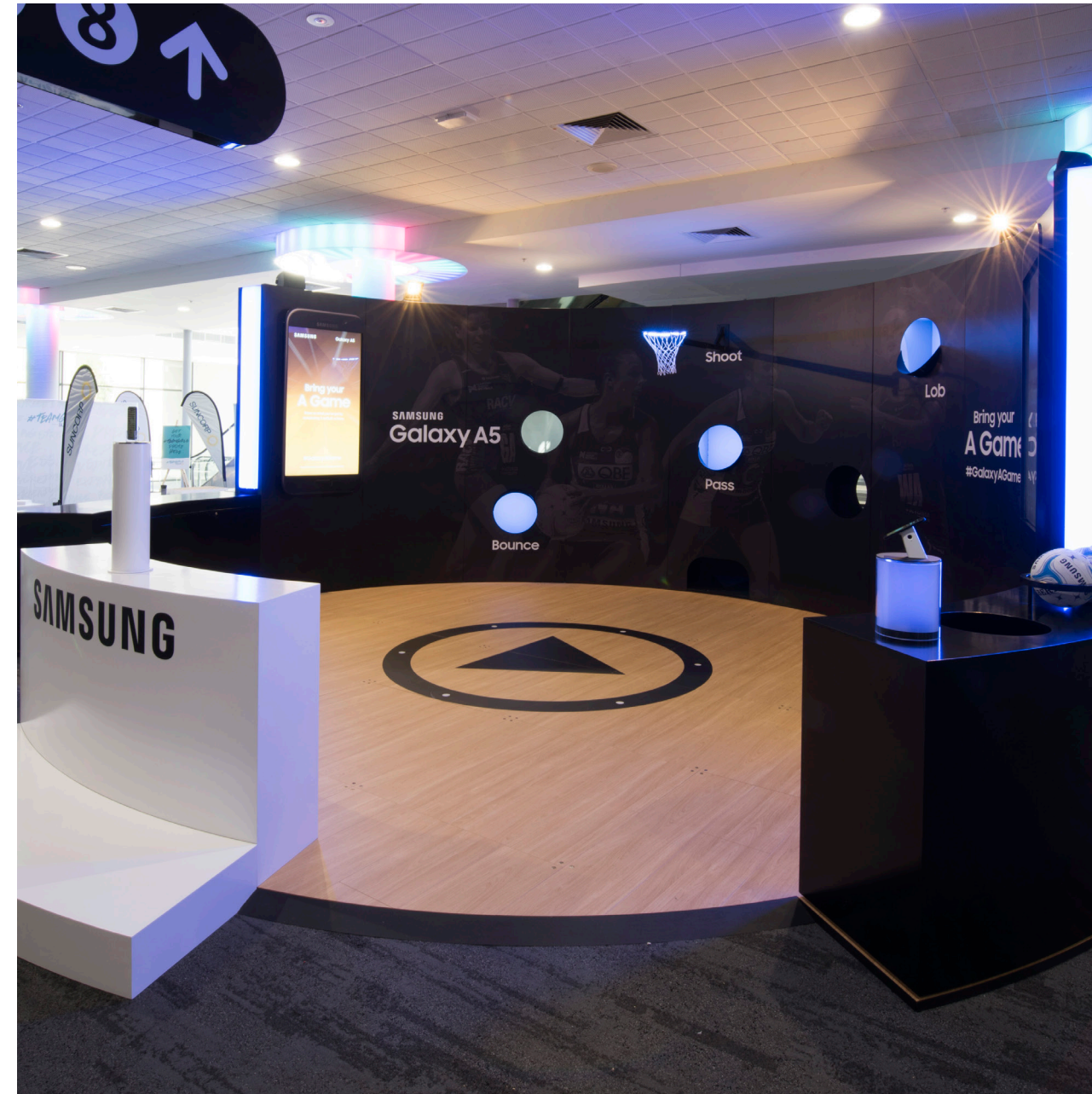


# SAMSUNG

**ROLE** SENIOR PRODUCER  
**AGENCY** IMAGINATION, AUS  
**CLIENT** SAMSUNG  
**PROJECT** GALAXY A5 LAUNCH

THIS EXPERIENTIAL ACTIVATION PROMOTED THE NEW SAMSUNG GALAXY A5, TOURING FIVE CITIES ALONG AUSTRALIA'S EAST COAST. THE ACTIVATION FEATURED AN INTERACTIVE NETBALL GAME, POWERED BY THE GALAXY A5, ALLOWING PARTICIPANTS TO EXPERIENCE THE PHONE'S CAPABILITIES IN AN ENGAGING WAY.

THE ACTIVATION WAS DESIGNED TO BE FULLY MOBILE, PACKING DOWN INTO A SINGLE 40-FOOT SEMI-TRAILER, WHICH TRAVELLED WEEK BY WEEK TO KEY EVENTS ON THE TOUR, BRINGING THE EXCITEMENT DIRECTLY TO AUDIENCES ACROSS THE REGION.



# — THE — GUNPOWDER PLOT

**ROLE** EXECUTIVE PRODUCER  
**AGENCY** ELLIPSIS, UK  
**CLIENT** GUNPOWDER PLOT  
**PROJECT** IMMERSIVE EXPERIENCE

THE GUNPOWDER PLOT IS AN IMMERSIVE THEATRE EXPERIENCE LOCATED BENEATH THE TOWER OF LONDON, AND IT IS A PERMANENT INSTALLATION OPEN TO THE PUBLIC.

AS PART OF THE PROJECT, MY ROLE WAS TO MANAGE THE DESIGN AND DEVELOPMENT OF THE STORYLINE WHILE OVERSEEING THE PHYSICAL DESIGN OF EACH ROOM FROM A USER EXPERIENCE PERSPECTIVE. I COLLABORATED CLOSELY WITH THE DIRECTOR, HEAD OF TECHNICAL, AND PROJECT LEAD TO CREATE AN ENGAGING AND HISTORICALLY RICH EXPERIENCE FOR VISITORS.





**ROLE** SENIOR PRODUCER  
**AGENCY** AMPLIFY, UK  
**CLIENT** MTV  
**PROJECT** EMA AWARDS AFTER PARTY

AN EXCLUSIVE AFTER-PARTY FOR MTV, WELCOMING VIP GUESTS, TALENT, AND A-LIST MEDIA TO CELEBRATE MTV'S RETURN TO LONDON AFTER 12 YEARS. SET IN THE ICONIC WEMBLEY THEATRE, ONCE HOME TO THE X FACTOR AUDITIONS, AMPLIFY WORKED WITH MTV—A GLOBAL BRAND SYNONYMOUS WITH POP CULTURE—TO DELIVER A DYNAMIC AND IMMERSIVE EXPERIENCE IN THE HEART OF THE CITY.

TO MAKE THE SPACE TRULY UNFORGETTABLE, ENERGETIC VISUALS OF LONDON CITYSCAPES WERE PROJECTED ONTO THE WALLS, USING A VOILE CUBE SUSPENDED FROM THE CEILING. SPECIAL EFFECTS SEAMLESSLY BLENDED THESE PROJECTIONS, CREATING AN ABSTRACT, EVER-EVOLVING ENVIRONMENT.

NO ICONIC PARTY IN THE CAPITAL WOULD BE COMPLETE WITHOUT A NOD TO HERITAGE. AMPLIFY INTEGRATED A REAL-LIFE LONDON TUBE CARRIAGE INTO THE SPACE, PROVIDING THE PERFECT BACKDROP FOR DJs TO SPIN THE DECKS WELL INTO THE NIGHT.



# Emirates

**ROLE** SENIOR PRODUCER  
**AGENCY** PULSE GROUP, UK  
**CLIENT** EMIRATES AIRLINE  
**PROJECT** SPORTS SPONSORSHIP

WORKING WITH EMIRATES ON THEIR EXPANSIVE SPORTS SPONSORSHIP PROGRAM, PULSE GROUP DELIVERED A RANGE OF INTERACTIVE ACTIVATIONS DESIGNED TO PROMOTE THE BRAND, SHOWCASE THEIR INVOLVEMENT IN THE SPORT, AND ENCOURAGE SIGN-UPS FOR THEIR SKYWARDS FREQUENT FLYER PROGRAM.

EACH ACTIVATION WAS DEVELOPED AS A PORTABLE KIT, DESIGNED TO TRAVEL FROM EVENT TO EVENT, WITH EACH KIT SUPPORTING BETWEEN 10 AND 18 EVENTS PER CALENDAR YEAR. THIS ENSURED A SEAMLESS EXPERIENCE ACROSS MULTIPLE LOCATIONS, DELIVERING CONSISTENT ENGAGEMENT WITH ATTENDEES.





**ROLE** SENIOR PRODUCER  
**AGENCY** OCTAGON, UK  
**CLIENT** MASTERCARD  
**PROJECT** UEFA CHAMPIONS LEAGUE

MASTERCARD'S 2016 CAMPAIGN, 'SOME CALL IT MADNESS, WE CALL IT PRICELESS,' TAPPED INTO THE HUMAN TRUTH THAT FOOTBALL FANS EXPERIENCE IRRATIONAL EMOTIONS AND A DEEP SENSE OF UNITY THROUGH THEIR LOVE FOR THE GAME. THE CAMPAIGN AIMED TO BRIDGE THE GAP BETWEEN FOOTBALL BELIEVERS AND NON-BELIEVERS, SPARKING CONVERSATIONS AND BRINGING THEM TOGETHER.

ON-SITE IN MILAN, MASTERCARD CREATED BRAND AWARENESS AND ENGAGEMENT THROUGH AN INTEGRATED MEDIA PLAN DESIGNED TO MAINTAIN TOP-OF-MIND PRESENCE THROUGHOUT THE 'FAN JOURNEY' ACROSS THE CITY. TO BRING THE MADNESS/PRICELESS CONCEPT TO LIFE, MASTERCARD DELIVERED UNFORGETTABLE FAN EXPERIENCES—FROM GIVEAWAYS TO PRICELESS SURPRISES, SUCH AS STORMING THE UEFA CHAMPIONS LEAGUE FIELD WITH SOME OF THE WORLD'S GREATEST PLAYERS AND THE PRICELESS BARBERSHOP, AMONG OTHERS.





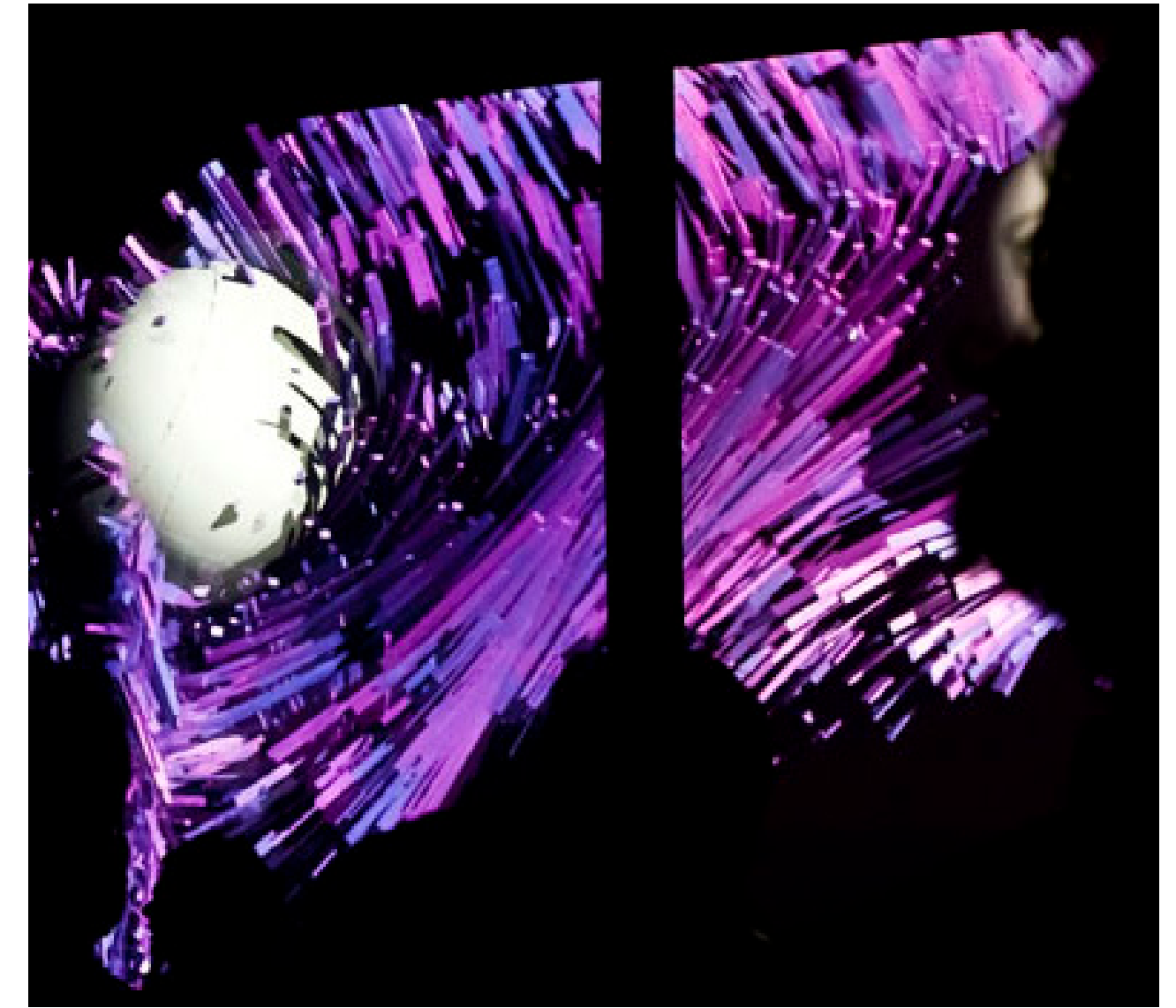
**ROLE** EXECUTIVE PRODUCER  
**AGENCY** BMF, UK  
**CLIENT** VISA  
**PROJECT** EVERYWHERE INITIATIVE

THE VISA EVERYWHERE INITIATIVE IS A GLOBAL INNOVATION PROGRAM THAT CHALLENGES STARTUPS TO SOLVE TOMORROW'S PAYMENT CHALLENGES, ENHANCE THEIR OWN PRODUCT OFFERINGS, AND PROVIDE VISIONARY SOLUTIONS FOR VISA'S EXPANSIVE NETWORK OF PARTNERS.

LAUNCHED IN THE U.S. IN 2015, THE PROGRAM QUICKLY EXPANDED TO OTHER REGIONS, WITH OVER 4,000 PARTICIPATING STARTUPS. THESE STARTUPS HAVE COLLECTIVELY RAISED MORE THAN \$2.5 BILLION IN FUNDING, RESULTING IN 221 FINALISTS AND 70 WINNERS. THE PROGRAM OPERATES ACROSS NORTH AMERICA, LATIN AMERICA, EUROPE, ASIA, THE MIDDLE EAST, AND AFRICA, IMPACTING OVER 75 COUNTRIES WORLDWIDE.



# RIZLAB



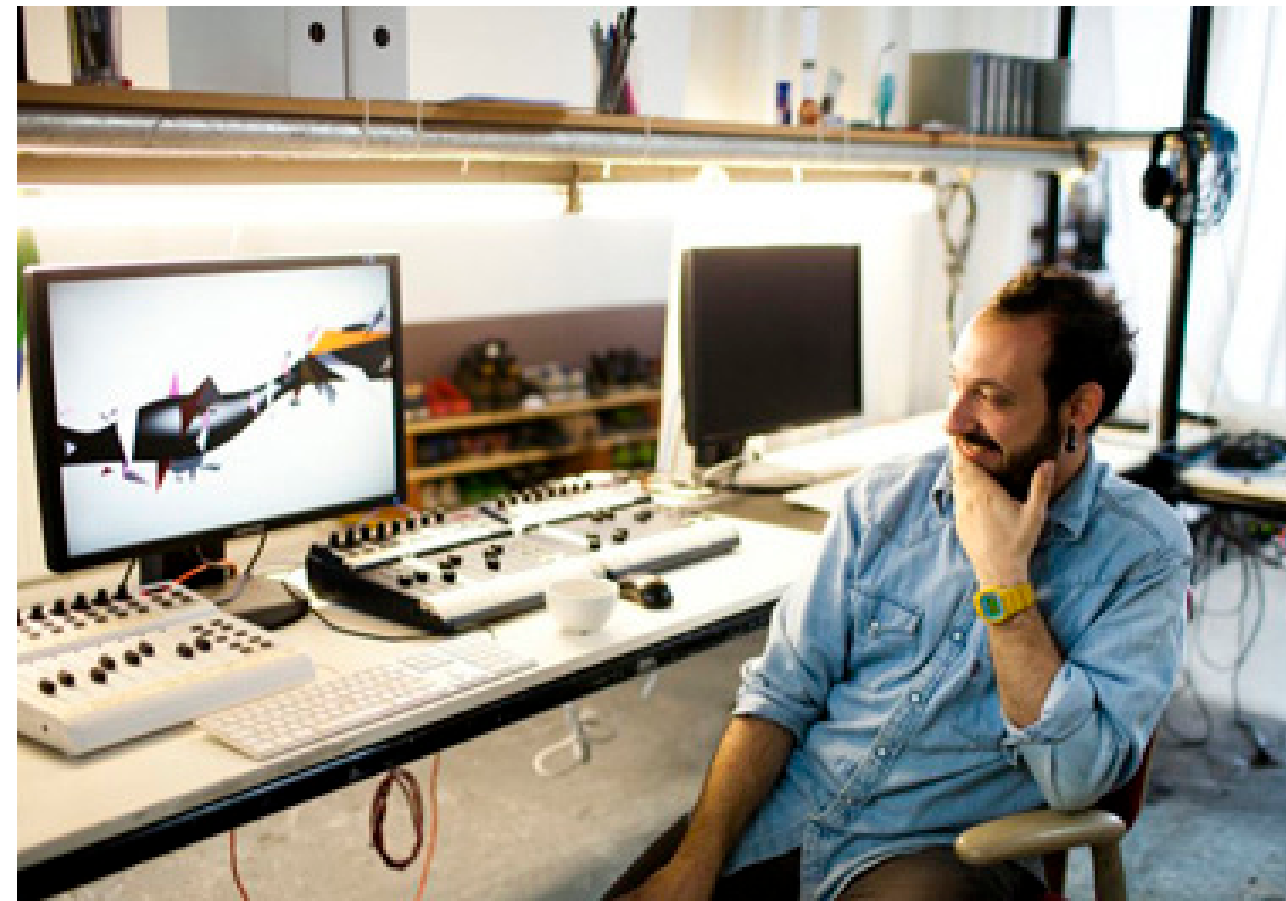
**ROLE**  
**AGENCY**  
**CLIENT**  
**PROJECT**

**PRODUCER**  
**EXPOSURE, UK**  
**IMPERIAL TOBACCO (RIZLA)**  
**RIZLAB**

WE CREATED RIZLAB – EXPERIMENTS IN MUSIC, A BRAND PLATFORM DESIGNED TO EMPOWER MUSIC ARTISTS BY FUNDING THEIR CREATIVE VISIONS. THE PLATFORM BECAME A SPACE FOR COLLABORATION, BRINGING TOGETHER SOME OF THE MOST PIONEERING ARTISTS OF THE MOMENT TO PRODUCE RIZLAB PROJECTS.

JAMIE XX AND QUAYOLA CRAFTED A BESPOKE AUDIO-VISUAL INSTALLATION AND PERFORMANCE, WHILE FRIENDLY FIRES CURATED A RIZLAB STAGE AT BESTIVAL, SHOWCASING DANCE MUSIC PIONEERS ACROSS PAST, PRESENT, AND FUTURE. GHOST POET & D.O.T. PARTNERED WITH FACT TO BROADCAST THE WORLD'S FIRST LIVE, INTERACTIVE MUSIC VIDEO, WITH THE FINISHED PRODUCT BEING EXCLUSIVELY BROADCAST BY THE SUN.

THE IMPACT WAS EXTRAORDINARY: DIRECT EVENT REACH INCREASED BY 600% YEAR ON YEAR, REACHING HALF A MILLION PEOPLE. PR REACH SOARED TO OVER 16.5 MILLION, TOTAL OTS EXCEEDED 600 MILLION, AND WE MORE THAN DOUBLED POSITIVE BRAND SENTIMENT.

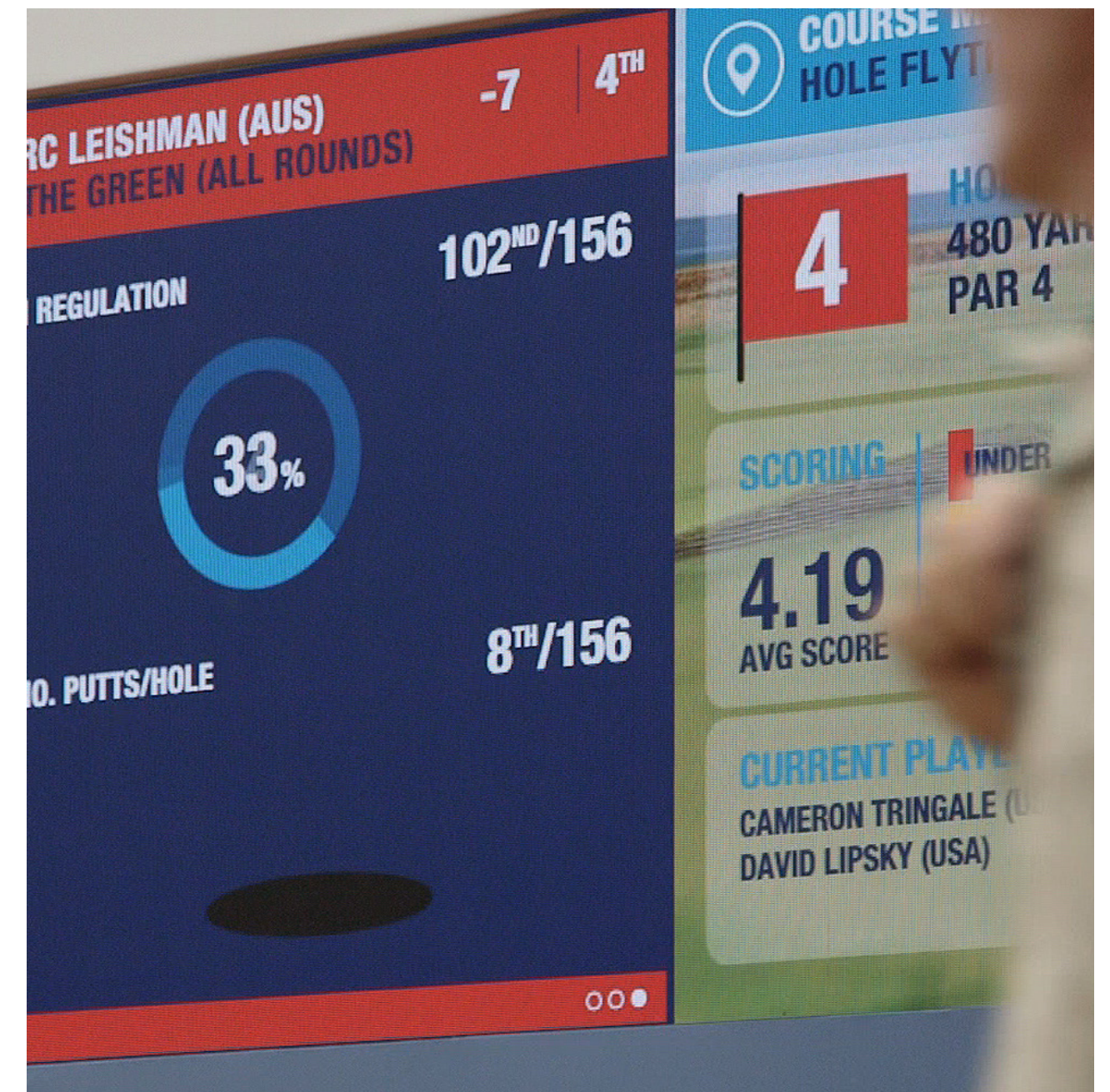


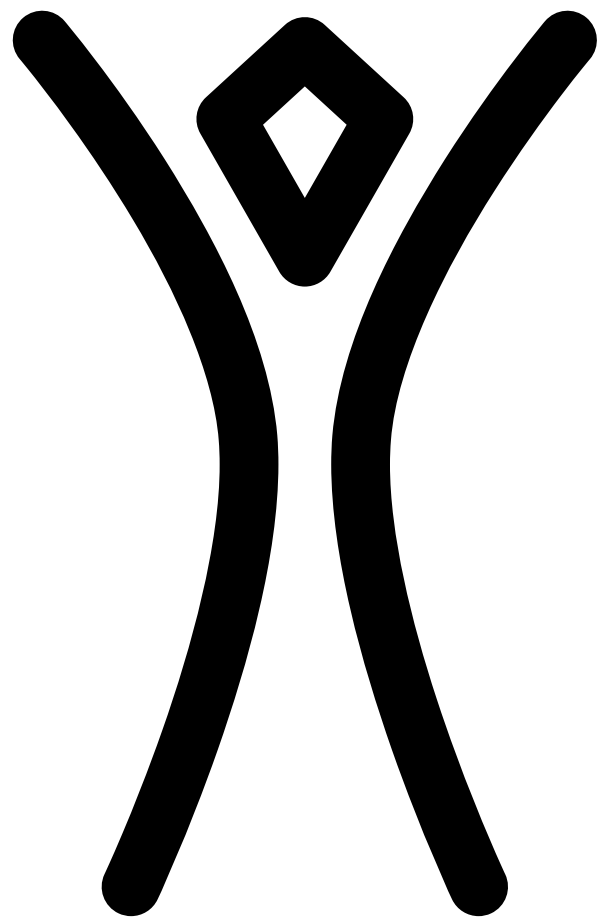
# NTT DATA

**ROLE** SENIOR PRODUCER  
**AGENCY** PULSE GROUP, UK  
**CLIENT** NTT DATA  
**PROJECT** BRITISH OPEN GOLF

THE NTT DATA WALL TRANSFORMED LIVE DATA FROM THE R&A FEED, REPORTING DIRECTLY FROM THE COURSE, INTO A FULLY ANIMATED, DATA-RICH VISUAL EXPERIENCE ON A MASSIVE HIGH-RESOLUTION LED SCREEN. THIS DYNAMIC DISPLAY FEATURED LIVE SOCIAL MEDIA UPDATES, WORD CLOUDS, AND GEO-LOCATED TWEETS, ENHANCING THE EVENT'S DIGITAL INTERACTION.

WE ALSO DEVELOPED A DIGITAL "SECOND SCREEN" EXPERIENCE, ALLOWING FANS OF THE SPORT AND NTT DATA CORPORATE GUESTS TO ENGAGE WITH THE LIVE DATA FROM HOME, DEEPENING THEIR CONNECTION TO THE ACTION IN REAL TIME.





**ROLE** CAMP LEAD  
**AGENCY** N/A  
**CLIENT** N/A  
**PROJECT** BURNING MAN 2015 - PRESENT

SINCE 2015, I'VE LED A BURNING MAN CAMP IN THE BLACK ROCK DESERT, NEVADA—AN ANNUAL VOLUNTEER PROJECT THAT TAKES UP 6-8 WEEKS OF MY YEAR, CONSTANTLY EVOLVING AND IMPROVING SUSTAINABILITY FOR A COMMUNITY OF 50-120 PEOPLE.

SINCE 2018, THE CAMP HAS RECEIVED SUSTAINABILITY AWARDS FOR INNOVATIVE WATER FILTRATION, AIR COOLING DESIGNS, AND ADVANCED SOLAR ENERGY USE. IN 2024, WE BUILT A FULLY SOLAR-POWERED ELECTRIC ART CAR—THE FIRST OF ITS SIZE—WHERE THE AUDIO, LIGHTING, AND ENGINE RUN ENTIRELY ON STORED SOLAR ENERGY, KEEPING THE PARTY GOING LONG AFTER SUNSET.

FOR THE PAST FOUR YEARS, OUR CAMP HAS CONTRIBUTED A MEZCAL BAR AND TWO INTERACTIVE DOMES TO THE EVENT. I ALSO DESIGNED A TRIPLE-LAYER THERMAL TENT, MANUFACTURED IN CHINA, TO REGULATE TEMPERATURE IN THE EXTREME DESERT CLIMATE. IT'S BEEN SO EFFECTIVE THAT OTHER MAJOR CAMPS NOW PURCHASE AND RENT THEM FROM US.

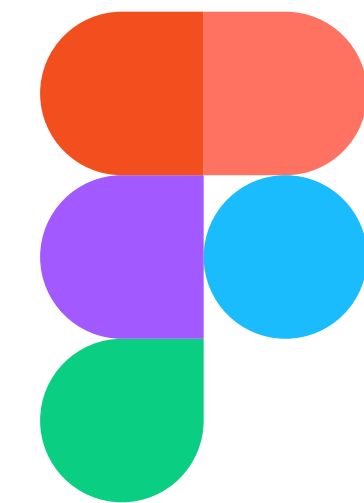


# SKILLS LEARNED ALONG THE WAY...

## ADVANCED



## PROFICIENT



# KIMBER SYKES

## PROJECT LEAD

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