

Sofia Madden

Strategy and Creative for Impact

For over 12 years Sofia has directed and executed creatively bold and behavioural changing campaigns seen by millions. She has worked for clients that include leaders of civil society, corporations and government as well as politics, sporting, and cultural organizations. Sofia's work with these organizations, leveraging their positions in society, has culminated in some of Australia's largest social movements of the past decade, including Marriage Equality for Australia.

Sofia is an award-winning documentary producer, has worked in television, and holds a Bachelor of Communications from Western Sydney University. She has produced and directed content across web, tech, video, experiential, VR, print, radio and outdoor.

Sofia has established and run strategic and creative for-profit businesses for impact including founding and managing Principle Co. Australia's leading agency dedicated to social change. Most recently Sofia, based out of Los Angeles, heads up brand, people and culture for Conversational AI start-up Pattr part time. She's also working on projects in the cross section of entertainment and social impact with a focus on using popular culture to build soft power that leads to large scale social change.

KEY ACHIEVEMENTS

- Founded and led a successful digital and creative agency that has worked with over 200 clients in Australia and internationally on impact and marketing campaigns.
- Led the digital advertising team for the successful "Yes" campaign for Marriage Equality in 2017, which reached more than 80% of the population, and contributed to a campaign that raised over \$1.2 million in online donations and produced branded video content seen by millions.
- Successfully led the organizational rebrand of Conversational AI platform Pattr that also included direction over culture and people that launched a new round of VC funding and led to increased lead generation and company revenue.
- Produced the multi award-winning feature documentary 'Blood on The Coal' which screened internationally.
- Designed and developed digital infrastructure for more than 100 clients and used by thousands of people.

ROLES

2021 – 2022 Head of Brand, Culture and People, Pattr

Conversational AI platform that enables businesses to have engaging and effective conversations with their customers at scale, powered by AI.

- Led a transformational rebrand project across the organization that delivered a completely new identity for the company.
- Designed and executed the rebrand process for the organization including scoping, culture mapping, employee engagement and workshops, research, executive and stakeholder engagement as well as creative delivery.
- Directed vendors and partners to produce brand artwork, digital assets and language pieces.
- As part of the executive team, developed cultural objectives and supporting policies for our people and team.

2014 – 2021 Founding Managing Director & Executive Producer, Principle Co

Leading agency for social issue engagement that has worked with over 200 clients on social impact projects.

- Developed a business with \$1M-\$2M in annual revenue that had multiple cross-discipline product offerings.
- Directed day-to-day operations of staffing, budgets, briefs/statements of work, resources and projects. Creatively directed and produced marketing and brand projects across all product streams including strategic campaign consulting, communications and messaging development, product development, production and content creation, and research.
- Developed digital technology and campaign infrastructure for over 100 web and microsites.
- Directly managed staff and contractors/vendors across media, research and production.
- Ongoing business development and client engagement/management.

2013 – 14 Chief of Staff, Manic Studios

Reporting to the Managing Director, this was a general management and producer role with responsibility covering agency client services, staffing, project delivery and contractors/partners for a creative studio.

- Led and produced key projects for the agency, managing budgets \$500K+.
- Developed award winning content for documentary and online.
- Oversaw day-to-day operations of business and team including the management of a team of 25 including creatives, developers, and account managers.
- Business development and client services at a director level.
- Supported the directors to develop new business strategies and product streams including a daily television show and the launch of a superannuation investment fund (401K) that is worth over 1 billion today.

2013 – 14 Producer, Blood on the Coal

Documentary film released 2015 on the history of coal mining in Queensland that screened internationally and has won multiple awards.

- Oversaw all pre, production and post processes including management of production budgets.
- Negotiated contracts relating to partners, crew, cast, music and archival footage rights.
- Liaised with key stakeholders including funders, executive producers, director, writers, researchers, director, editor etc. on an ongoing basis.

2009 – 13 Project lead & Producer, Make Believe

Reporting to the Managing Director, this role covered producing, client services, creative development and business administration for a creative agency.

- Managed campaign projects for advocacy clients including major national and state political campaigns.
- Developed the video production services of the company into a full-time client offering and produced all key outputs.
- Responsible for the coordination of all internal resources and staff related to projects.
- Introduced and implemented productivity measurements across the organization e.g. time sheeting and cost analysis to allow greater oversight to the business directors. This foundational work enabled the eventual sale of the company.

REFERENCES

Available on request

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