

B
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N STRATEGIC
BRANDING,
MARCOMMS,
AND DESIGN

Brendan *Halbish*

Strategic branding, marketing and design



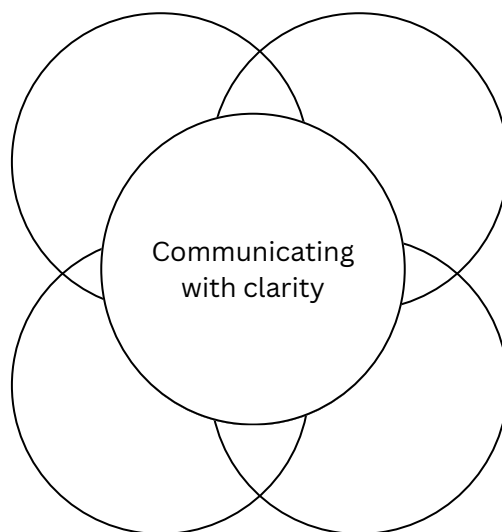
I'm a strategic design leader with over 20 years' experience translating complex narratives into engaging brand, investor, and stakeholder communications. Sustainability campaigns, integrated reporting, and strategy-led brand building is where I see my most valuable contributions to a company.

Living in Sydney. Available for hybrid or remote roles.

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I'm excited to be looking for the next opportunity to blend creativity with clarity, commercial acumen with regulation and help organisations build trust, elevate brand perception, and meet growing stakeholder demands in a shifting environment.

Marketing
comms



Strategic
design

Sustainability

Purpose-led
branding

CORE CAPABILITIES

- Strategic comms and stakeholder engagement
- Integrated, Annual and Sustainability Reports (IFRS, GRI, SASB, TCFD, ISSB)
- ESG narrative development & greenwashing risk management
- Investor presentations, results announcements & IR design
- Brand strategy, positioning & story frameworks
- AI tools & automation for design workflows and content production
- Cross-channel art direction: video, digital, campaigns & social
- End-to-end leadership across design teams, budgets and KPIs
- Cross-functional collaboration with Legal, IR, ESG, and Marketing

EDUCATION

- Bachelor of Electronic Arts, major in visual communications
- Certificate in Digital Arts and Media
- Microcredential in Product Management at General Assembly
- Microcredential in Bare Brand Strategy with Richie Meldrum

CAREER HIGHLIGHTS

Design Director > Head of Design > Principal Designer

BWD Strategic, Sydney – 2017–present

- Managed flagship ESG and annual reports for AIA, IAG, a2 Milk, Canon, Ausgrid, Dexu, Charter Hall and others—aligning design with global reporting standards and investor expectations.
- Directed integrated campaign rollouts, results announcements and digital assets, ensuring strategic consistency across touchpoints.
- Managed \$2m+ revenue design function with a team of 10+, including design directors and interns. Oversaw hiring, budgeting, and KPI tracking.
- Championed innovation: introduced AI-assisted workflows, new service offerings in brand strategy, and data visualisation enhancements.
- Elevated reputation through thought leadership and events at Singapore Design Week and the Greenhouse Tech Hub on design's role in the circular economy.
- Directed creative assets across photography, video, stakeholder decks, microsites and social rollouts.

Founder/freelancer

Rhizome Designs – freelance and contracts across 2005–2016

- Ran a successful design consultancy delivering strategic brand, print, and packaging work to clients across finance, lifestyle and non-profit sectors.
- Key clients included: Taronga Zoo, BT Financial, emerging startups, and boutique FMCG brands.

Senior Designer

Inscope Media – 2011–2015

- Led projects for high-profile clients such as Citibank, P&O Cruises and Woolworths from concept to production, with oversight of junior designers and external suppliers.

Graphic Designer

Go Media – 2006–2011

- Designed across brand, print publications and digital for NSW Health, CPSU, Waverley Council and more — balancing public sector needs with contemporary creative direction.