

# KIRRILY DENNY

An award-winning, innovative Creative Director with a unique interdisciplinary skill set covering broadcast, digital media and disruptive technology. Highly skilled in storytelling with expertise in driving audience engagement and adoption. An adept creative leader who brings flair and imagination to global projects by producing transformative interactive experiences and compelling multi-platform content on time and within budget.

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AUCKLAND | REMOTE

KIRRILY@KIRRILYDENNY.COM

LINKEDIN

PORTFOLIO

KIRRILYDENNY.COM

## CAREER

### Ambassador

Auckland | Feb 2022 - Current

- [Rural Youth and Adult Literacy Trust](#) - Ambassador for this non-profit organisation providing literacy support for people in rural areas.
- [Women in Voice](#) - Co-founder & Ambassador for the Australia and New Zealand Chapter supporting diversity in voice technology.

### Creative Director - Customer Success

[Soul Machines](#) | Auckland | Aug 2021 - Jan 2022

- Pioneered innovation labs and creative strategies for transformative AI experiences for global clients that exceeded expectations.
- Created brand traction as a valued public speaker of popular customer experience workshops with 150+ participants.
- Led multi-disciplinary initiatives to explore new product capabilities and ensure outstanding customer implementation.
- Developed online learning assets for [SM Academy](#) - a coaching portal for clients to successfully create and launch Digital People.

### Head of Conversation & Persona Design

[Soul Machines](#) | Auckland | Aug 2019 - Aug 2021

- Spearheaded Conversational AI methodology enabling clients to deliver cutting-edge interactive experiences.
- Creator and course leader of [The Writers' Room](#) - a popular online certification programme in Conversation Design.
- Provided strong leadership and training of the creative team to successfully achieve demanding targets under tight timeframes.

### Creative Editorial Director

[Soul Machines](#) | Auckland | May 2017 - Aug 2019

- Elevated brand vibrancy through creation and marketing of compelling video, editorial, website and social media content.
- Produced state-of-the-art demos of Digital People for pitches and events that successfully won high-end clients..
- Transformed complex technology concepts into engaging and relatable video content for target audiences.

## CLIENTS

APEC CEO Summit, Maryville University, RBS, will.i.am, BankABC, SKII, Mercedes Benz, ANZ Bank, Air NZ, WHO, Pan American Health Organization.

## SKILLS

- Ingenious director with expertise in broadcast production and multi-platform content
- Accomplished creative leader known for building high-performing teams
- Experienced writer and expert at pitching and winning contracts
- Highly skilled Editor [*Adobe Premiere Pro, Media Encoder, Lightroom & AVID*] & camera operator [*Panasonic GH5*]
- Adept client manager with prowess in PR and marketing
- Dynamic public speaker skilled at creating online training programmes
- Thought Leader in conversational AI design of virtual agents
- Knowledgeable in Whimsical, Miro, Adobe Photoshop, Canva, CMS - Squarespace, LMS - Thinkific, Jira, Confluence, MS Office, GSuite, iWork
- Passionate about learning, exploring & digital storytelling

## PUBLIC SPEAKER

- [Superbots Industry Immersion](#)  
- Monash Technology School 2022/23
- Conversations On Design  
- Women In Voice ANZ 2022
- Careers in Conversational AI  
- Women in Voice ANZ & Australian Chatbot Meetup 2022
- [Women in AI for Social Good 2021](#)  
- Auckland University of Technology
- [Future of Customer Experience](#)  
- Digicon 2020  
- Digital Marketing Summit 2020
- World Gold - PromaxBDA NZ 2016
- Anatomy of a Promo  
- PromaxBDA NZ 2015

## Head of News and Current Affairs Promotions

THREE, Mediaworks | Auckland | Sept 2014 - July 2016

- Delivered award-winning, multi-platform campaigns for Newshub and Current Affairs that successfully raised ratings.
- Led pitches, directed film & photo shoots, edited campaigns and managed the creative team across post-production.
- Collaborated with key stakeholders to develop integrated marketing campaigns that delivered results on all platforms.

## Creative Producer

Blacksand, TVNZ | Auckland | Oct 2012 - Sept 2014

- Utilised expert writing, directing and editing skills to produce first-class promo content for series launches including Fair Go.
- Developed innovative solutions to marketing briefs including an experiential campaign that secured strong ratings for the launch of 'Agent Anna' - a primetime series with Robyn Malcolm.

## Company Director

Feral Films Ltd | Auckland & London | Mar 2008 - Oct 2012

- TVNZ - Writer/Director of *IAMTV* - the influential weekly youth show covering culture, music and comedy segments.
- TVNZ - Directed and filmed London-based stories for *IAMTV* and *Tagata Pasifika* including *The Laughing Samoans*.
- Māori Television - Developed and directed *Aunty Moves In* - a reality series supporting people facing life's many challenges.

## Senior Director

Mai Time, TVNZ | Auckland | Jan 2006 - May 2007

- Headed story development, talent selection and production of esteemed weekly Māori youth show.
- Directed in studio and on location ensuring fast turnaround of high-quality entertainment stories from final edit to broadcast.
- Mentored assistant directors providing invaluable training.

## CAREER CREDITS

**Creative Producer** Prime Television NZ

**Account Manager | Copywriter** Holloways Agency NZ

**Writer | Director** Nickelodeon Australia

- Created the successful live version of *Blues Clues* to provide entertainment for pre-schoolers at Dreamworld Australia

**Project Manager** Agency.com UK

- Managed members websites for Reuters and British Airways

**Editorial Producer** Flashback Television UK

- Reversioned 200+ programme hours for The History Channel and National Geographic Channel
- Series Development for Channel 4, BBC and A&E Networks

**Production Coordinator** Goldhawk Film & Television UK

- *SAS - The Soldiers Story* - 6 x 30mins Doco/Drama, ITV
- *The Travellers Souk* - 10 x 30mins Travel Series, BBC Radio 4
- *Eight of the Best* - 8 x 15mins Doco/Drama, BBC Radio 4

## HIGHLIGHTS

### Mentor - Superbots Industry Immersion Program 2022/2023

Supporting young women into voice technology with Monash Tech School & Monash University

### Community Ambassador

Successfully raised awareness of the Rural Youth and Adult Literacy Trust

### Visionary Award Finalist 2022

Women in Voice ANZ

### Award Winner PromaxBDA NZ

**GOLD** Best News & Current Affairs Promotion 2015

**SILVER** Best Campaign 2015

**SILVER** Something for Nothing 2016

### Director | Nickelodeon Australia

Achieved record numbers to Dreamworld with a captivating live show of Blues Clues

### Producer | Flashback Television

Successfully won the Reversioning contract for National Geographic Channel Europe

Directed documentary narration with David Suchet, Tamsin Greig, and Academy award-winner Helen Mirren

## EDUCATION | TRAINING

*LinkedIn Learning 2022*

- **UX Foundations - Storytelling**
- **Social Media Stories**

*University of Southampton 2016*

**The Power of Social Media**

*Goldsmiths College, University of London*

**PGCE PostGraduate Certificate of Education (Secondary) Drama**

*University of Glasgow*

**English Literature & Theatre Studies MA Honours Degree 2.1**

**Practical: Directing**

- 6-month Erasmus Programme to Amsterdam University
- Elected **President** of Glasgow University Theatre
- **Writer | Director** - Freak & Thumb Paisley Arts Centre, Scotland
- **Writer | Director** - Blue Circle Cottiers Theatre, Glasgow