



# BRYCE VERNON GROVES CURRICULUM VITAE

 Auckland/Tāmaki Makaurau

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## CURRENT ROLE

I have been Creative Lead on the **Green Ideas Project**, a 'tactics and research lab' within Greenpeace Aotearoa, since July 2022.

The project explores how New Zealanders connect with nature, to create an evidence-based body of work that will inform future tactics.

I collaborate closely with a team of academic researchers, to devise and deliver ways to engage the public with their research goals, and iterate new tactics in response to the insights. My work also includes wrapping the research 'learning outcomes' with design and branding.

Beyond this specific project, I also regularly contribute to the wider Greenpeace comms and actions with design, filmmaking and photography.

This role is a fixed term contract which concludes at the end of 2023.

## CORE VALUES

### Craft

Mahi Toi

### Adaptability

Urutaunga

### Partnership

Mahi Tahi

### Kaitiakitanga

Guardianship of nature



## OVERVIEW

**Kia ora. I'm a multi-disciplinary creative director who blends creative leadership, contemporary change thinking, and best-practice production know-how.**

**Honed by two decades working internationally and locally with consumer brands, healthcare, B2B, political campaigns, charity, and NGO work, I am fired up by opportunities to Make with Purpose.**



## EXPERIENCE AND SKILLS

Insight-driven, with a focus on genuine human-centered storytelling and behavioural change campaigns

Local and international work in and for networks such as M&C Saatchi, Ogilvy, Publicis Langland, McCann, and numerous independent agencies

A wealth of formal and informal leadership roles and experience across agencies, projects, committees, grass-roots campaigning, and leading creative projects in the UK, Europe, and the USA

Considerable B2B experience via the healthcare advertising sector, including patient-support print and digital materials, iOS Apps, and Instagram campaigns for global clients. Numerous creative awards including two *Clios*.

Skilled with Adobe Photoshop, InDesign, Illustrator and Premiere, along with experience on platforms such as Miro, Shopify, Squarespace, Google Suite

Adept in managing and collaborating with production partners such as video production companies, illustrators, animators, photographers, and print production – drawing on my own skills and knowledge in these areas to forge productive, informed working relationships.

Flair and passion for internal- and external-facing presentation and presentation design, using Powerpoint, Acrobat and Keynote, with a reputation for engaging campaign ecosystems.

I value working with kaupapa māori wherever possible and appropriate; continually embracing Te Reo usage, and indigenous principles such as use of karakia and whakataukī.

Known for an easygoing, supportive and collaborative working style (and moments of overexcited optimism about new projects)

I have been privileged to write for / speak to diverse audiences including a UK Marketing magazine, AUT Communication Degree class, and a Norwegian high school in the arctic circle.

# EMPLOYMENT HISTORY

**Creative Manager, Green Ideas Project @Greenpeace Aotearoa**  
JULY 2022 - CURRENT  
Auckland, New Zealand

**Senior Creative, Syneos Health**  
JULY 2019 - DEC 2020  
London, UK

**Freelance Creative**  
2017-2019  
London, UK

**Creative Director, Essence**  
2016-2017  
Auckland, New Zealand

**Creative Group Head, Hive**  
2014-2015  
London, UK

**Art Director, Ogilvy Healthworld**  
2013  
London, UK

**Freelance Creative/Filmmaker**  
2012  
London, UK

**Art Director, Publicis Langland**  
2008-2011  
Windsor, UK

**Art Director, Sugar Advertising**  
2006-2007  
Auckland, New Zealand

**Art Director, M&C Saatchi**  
2003-2005  
Auckland, New Zealand

See my latest work at [www.bvg.nz](http://www.bvg.nz)



## NOTABLE ACHIEVEMENTS

Producing, directing and promoting *Crazy Bloody Greens*, a 40 minute documentary that was selected for the prestigious DCEFF Environmental Film Festival in the US and played around New Zealand as a fundraising tool for Green Party local branches.

Writing and directing a healthcare animation that not only won awards in the UK and the US, but disrupted a tired industry niche, empowering other agencies to pitch more creative ideas – and even creating a new workstream for the animation company.

Taking my 'change strategy' for professional networking group *Kiwis in Climate* from a post-grad assignment, into real-world results.

I formed the group's first ever leadership group and helped articulate kaupapa and purpose, deliver advocacy initiatives, and introduce branding, membership communications, and a fledgling website.



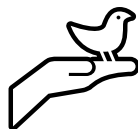
## EDUCATION

2021-2022 **POST-GRAD CERTIFICATE IN LEADING CHANGE FOR GOOD**  
The Mind Lab, Auckland

2012 **DIPLOMA IN DOCUMENTARY FILMMAKING**  
Documentary Film Group, London

2002 **DIPLOMA IN CREATIVE ADVERTISING**  
Axis Adschoool, Auckland

I am continually seeking out masterclasses, short courses, exhibitions, events, lectures, film and arts festivals, and enjoy being part of creative industry communities. Shorter training courses I have enjoyed in recent years have included UX and UI, Copywriting, and Craft Editing, at the UK's National Film & Television School (NFTS), and most recently, a course in stand-up comedy.



## BEYOND WORK

I have a deep love of wild places and wildlife, and the simple pleasure of cooking over a campfire. I've contributed to a variety of causes for social and environmental good; from over ten years of pro-bono design, campaigning, and creative leadership for the New Zealand Green Party, to volunteer filming work with journalists following a child-labour story in India.

I'm a member of *Kiwis in Climate*, a non-partisan community of climate change experts from corporate and industry backgrounds, who share resources and knowledge on selected advocacy initiatives.

I'm inspired by science fiction and space exploration, with a love of flying and vintage aircraft. And while I'm a fan of yoga, hiking and keeping fit, I have a big weakness for artisan baking.