Samuel Higham

Creative Strategist
Melbourne, VIC | samhigham1993@gmail.com | 0424 265 132 | Portfolio

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Professional Experience

Strategic and creative communications specialist with over five years' experience across integrated campaigns, audience research, and content ecosystems. Skilled at connecting cultural insight with strategic planning to produce work that earns attention and drives measurable impact. Experienced in leading end-to-end communications projects, from research and journey mapping to ideation and execution, across sectors including health, arts, travel, and infrastructure.

Professional Experience

Lifeblood

Creative Copywriter
Melbourne | February 2025 – July 2025 | Contract

- Delivered a full-scale rebrand in five months using Agile sprints, aligning creative, comms, and channel planning to replace clinical messaging with emotionally resonant storytelling across web, email, social, and OOH.
- Provided strategic counsel to develop refreshed donor centre messaging, promotional products and collateral.
- Led journey mapping and experience design for donor onboarding, reducing bounce rates from 40% to 28% and removing two sign-up steps to streamline the path to conversion.
- Scripted geo-targeted campaigns for radio, social, and affiliates across metro and regional markets, strengthening audience segmentation and driving 3,000 extra donor centre visits in six weeks.
- Rebuilt all email and SMS lifecycle journeys using audience insights and cultural hooks, improving open rates from 20% to 24% and CTRs by 25%.
- Partnered with creative and UX teams to translate behavioural and cultural research into comms strategy, ensuring content remained culturally relevant and contextually human across touchpoints.

Avion Agency

Copywriting Specialist
Melbourne | June 2024 – January 2025 | Contract

- Supported major clients, including Transurban, Virgin Active and Cancer Council, with integrated communications planning across SEO, UX, social and campaign creative.
- Developed multi-channel frameworks for lifecycle communications for proptech start-up Kolmeo, ensuring alignment between brand, customer journey and channel strategy.
- Built content prototypes and behavioural frameworks for Cancer Council NSW, using demographic and social psychology insights to create a youth vaping chatbot that reframed the prevention narrative.
- Scripted and storyboarded creative for Linkt Rewards (Transurban) campaigns, balancing brand storytelling with measurable outcomes, achieving a 12% uplift in sign-ups.
- Collaborated with strategy directors to shape content that reflected emerging lifestyle and technology trends in line with Keep Left's "Wholebrain" ethos.

Metronome Advertising

Content Lead
Melbourne | February 2023 – April 2024 | Full-Time

- Designed and implemented integrated comms and content strategies across SEO, CMS, and paid channels, unifying brand and performance for clients including Wilson Storage, ACM Media, and The Ungasan.
- Applied journey and experience mapping to website and email ecosystems, lifting Wilson Storage's conversion rate from 8% to 11% and increasing new leads by 36%.
- Led audience and cultural insight research for The Ungasan, reframing brand positioning to compete in Bali's saturated hospitality market and delivering 5,000+ monthly visits to the Uluwatu Experience Guide.
- Standardised and optimised over 500 A Perfect Space listings through defined content frameworks and brand storytelling, creating a consistent digital experience that increased bookings by 60%.
- Collaborated cross-functionally with designers and strategists to ideate creative solutions and anticipate process needs in campaign development.
- Presented cultural and consumer insights to guide content direction, establishing a shared creative language across teams and clients.

Bluethumb

Content and Communications Specialist
Melbourne | June 2021 – December 2022 | Full-Time

- Owned end-to-end content and communications for Australia's largest online art marketplace, integrating PR, social and creative strategy to deliver cohesive campaign ecosystems.
- Directed full-funnel Meta ad campaigns, optimising content tone, audience segmentation, and creative messaging to sustain a 9.5× ROAS and drive in-house adoption of campaign execution.
- Reframed the blog and editorial strategy using audience journey thinking, aligning content to purchase triggers and lifting art sales by 7% ($250K additional revenue).

- Introduced cultural storytelling through artist-led social and video content, fostering deeper engagement and 30% audience growth across Instagram, LinkedIn, and TikTok.
- Collaborated with creative and content teams to craft “earned-first” narratives, ensuring each campaign aligned with brand values and cultural relevance.
- Pioneered staggered, story-driven email journeys that balanced emotional narrative with commercial outcomes, lifting new subscriber sales by 15% and repeat purchases by 12%.

Healthy Collective

Communications Specialist
Adelaide | June 2019 – June 2021 | Part-Time

- Unified health professionals across a fragmented industry by developing cross-sector communication systems and shared campaign frameworks.
- Produced omni-channel campaigns for NDIS initiatives using social, email, and landing pages to build inclusion narratives and revive lead pipelines, securing three new state contracts worth $3M+.
- Collaborated with diverse stakeholders and community partners to align cultural messaging and values across campaigns, fostering trust and long-term engagement.

TerryWhite Chemmart

Content and Social Media Coordinator
Adelaide | December 2018 – June 2019 | Full-Time

- Launched 15 pharmacy social pages with a consistent tone and community storytelling to connect local audiences and strengthen trust.
- Built scalable content systems and campaign templates that increased store visits by 25% and added 1,000+ new loyalty members in six months.
- Collaborated with pharmacists and local partners to create culturally relevant content that reflected community health priorities.

Key Skills

- **Integrated Communications Planning** – Building strategies that unite PR, social, content, and creative channels to deliver cohesive brand stories.
- **Cultural Insight & Trend Analysis** – Translating audience and cultural research into creative and strategic opportunities.
- **Content Strategy & Storytelling** – Developing frameworks, pillars, and narratives that connect with audiences across paid, owned, and earned media.
- **Social & Digital Ecosystems** – Planning and optimising campaigns across Meta, Google, and emerging platforms to drive engagement and performance.
- **UX & Customer Journey Mapping** – Shaping content and touchpoints around audience behaviour to improve conversion and retention.

- **Creative Collaboration** – Partnering with strategy, design, and content teams to bring integrated ideas to life from brief to execution.
- **Data-Informed Optimisation** – Using analytics and qualitative feedback to measure, refine, and amplify campaign impact.
- **Content Production** – Skilled in copywriting, photography, and video for social and digital environments (Adobe Premiere Pro, Lightroom, Figma, After Effects).