

**PAUL ABRAHAMS**
AGENCY / MARKETING**PROFILE**

Paul is a strategy and design specialist and is the conceptual force behind Industrial & Generals project marketing.

With over 25 years in marketing, strategy and design he has worked extensively throughout Asia and Australia, delivering creative and strategy to many blue chip companies including Mastercard, Changi Airport, ABN Group and Satterley.

With a grounding in collaboration and mutual respect he translates creative concepts and unique strategic positioning into engaging, intelligent results.

His primary expertise is commercial and residential property but has provided strategic advice and support to corporate, tourism, Aboriginal, government and not-for-profit organisations on a local, national and international level.

QUALIFICATIONS

Bachelor of Arts (Multimedia Design) 1998
Curtin University, Bentley WA

HISTORY**LOADED COMMUNICATIONS****2003 - PRESENT****DIRECTOR - CREATIVE AND STRATEGY****Q SINGAPORE****1999 - 2002****ACCOUNT AND DESIGN LEAD****Q PERTH****1998 TO 1999****DESIGN AND STRATEGY****CLIENTS** **BLACKBURNE****Brookfield**
PropertiesPerth Airport  **SATTERLEY**