

Andrew Montell

Creative Director

PROFILE

After more than twenty-five years of founding and creative directing businesses across digital media, publishing and events in Melbourne, Australia, I have relocated to Toronto with my family. I'm keen to apply my diverse skillset to the right opportunity with the right company.

EXPERIENCE

Founder/Creative Director, Archetype Media, Melbourne, Australia — 2013-2025

Archetype was originally founded to represent US based publication Complex in Australia. I was instrumental in launching Complex AU, a local iteration of the renowned US media brand. Over the years Archetype expanded to take on multiple media partnerships including Hearst, The Bleacher Report and NBA League Pass. I led the development of local content, talent recruitment and development, events strategy and managed a significant sales portfolio for the company.

Along with my business partners, I took Archetype from a scrappy startup to a company with a multi-million dollar turnover and year on year profit.

Co-Founder/Publisher, Acclaim Magazine, Melbourne, Australia — 2006-2026

Co-founded by myself and Australian music mogul Matt Gudinski, Acclaim launched its first edition print magazine with 50 Cent on the cover. We pivoted to a digital-first publication model and introduced video and events into the business. Acclaim was Australia's longest running hip hop media business. Highlights of my time with Acclaim include producing the Carbon Festival of culture and creativity, launching All-Stars- a program to uncover emerging local talent in partnership with JD Sports, adidas and Adobe and the production of Rap Royale, a gameshow in partnership with Red Bull.

Over its twenty year lifecycle, Acclaim played a significant role in elevating youth culture in Australia

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Founder/Creative Director, A.C.M, Melbourne, Australia — 2012-2015

A.C.M was founded as a creative agency to run in tandem with Acclaim Magazine. Through ACM we launched a white label video production arm to the Acclaim ecosystem and worked on major campaigns for Beats by Dre, New Balance, New Era and adidas Originals. Highlights include designing the launch marketing strategy for New Balance Australia's lifestyle footwear division.

Co-Founder/Label Manager, Solid State Recordings, Melbourne, Australia — 2006-2009

Solid State was a Record Label dedicated to signing and developing Australian hip hop talent. I brokered label deals with Mushroom Music, Universal Music and Warner Music for a variety of releases on our label during the CD era.

Founder/Editor in Chief, Out4Fame Magazine, Melbourne, Australia — 1999-2005

I launched Out4Fame as a photocopied zine to spotlight the local Melbourne hip hop scene. From a group of hip hop-obsessed friends with no editorial experience, folded and stapled by hand on my parents' dining room table, Out4Fame evolved into a full colour magazine, distributed around Australia and New Zealand for seven years. In addition to my publishing duties, I produced the biggest rap battle series in Australia and New Zealand, produced an annual Anniversary concert and toured a variety of international artists nationally.

Out4Fame was my trial by fire, my introduction to the world of business and entrepreneurship and the beginning of my self-employment journey.

EDUCATION

RMIT, Melbourne, Victoria, Australia - BA Advertising (Creative), 2000. Graduated with Distinction

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SKILLS

- Team leadership, staff management and delegation
- Creative direction
- Project management
- Client management
- Responding to a creative brief
- Concept development
- Supplier recruitment and management
- Budget development and management
- Pitch deck development
- Sales/Client pitching
- Content strategy (digital, video, social media, print)
- Editorial oversight
- Writing and Editing
- Scripting
- Talent interviews
- Event production

KEY CLIENTS

I have worked with a wide array of global brands throughout my career. Some of my key clients include: adidas, Adobe, Asahi, Beats by Dre, BMW, Champion, Chivas Regal, Converse, Disney, eBay, Foot Locker, Hennessy, JD Sports, Mercedes Benz, Mitchell & Ness, Mountain Dew, NBA, New Balance, New Era, Nike, Puma, Reebok, Red Bull, Sony Music, Spotify, Universal Music, Uniqlo, Warner Music and many more.

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EVENTS & EXPERIENTIAL HIGHLIGHTS

Throughout my career I have worked extensively across owned event productions and the production of branded activations on behalf of clients. My earliest event experience came from promoting club nights in my twenties, followed by several years of touring US hip hop acts around Australia and producing locally focused hip hop concerts and events. Between 2006 and the end of 2025 I was involved in multiple productions for major brands as well as several owned and operated event productions for Acclaim Magazine and Complex AU. Below are a few of my favourite experiential projects:

Creative Director, Mickey & Friends ‘Thru The Mirror’ (Disney) — April 2025

In one of my last major projects prior to departing Australia, Complex AU helped Disney Australia to reintroduce their iconic Mickey Mouse and Friends characters to a Gen Z audience. The campaign spanned across media, content and experiential with an art exhibition as the central component. Our concept was to recruit a local Gen Z visual artist, Joshua Space and his close collaborators to execute a contemporary art exhibition that paid homage to Mickey Mouse and Friends. The exhibition featured sculpture, photographic collage, graffiti art and projections. The exhibition was launched via an invite only party which also featured integrations by some of Disney Australia’s key license and retail partners. The event was so successful that Disney is planning to expand the concept across the Asia-Pacific.

Creative Director, Nike AirMax Day ‘Month of Max’ — March 2018

To celebrate the annual Nike Month of Max moment, Archetype was recruited to produce a major inner-city brand activation to launch the Nike Air Max 720. Together with multi-disciplinary artist Ta-Ku, we took over an iconic multi-story building, Curtin House, and built a vertical digital gallery in the stairwell that occupied seven levels. The installation concluded on the building’s rooftop where we executed further installations, AR activations, a Boiler Room party, panel discussions and workshops.

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Creative Director, Carbon Festival — 2010-2014

An annual festival of culture and creativity, produced by Acclaim Magazine. Each year, Carbon featured two days of keynote presentations and panel discussions by some of the world's most iconic creators. As Creative Director of Carbon, my duties included: production management, contractor recruitment, talent recruitment and coordination, scheduling and budget oversight. My role extended to the execution of major brand activations for our event partners including adidas Originals and New Era Cap.

Creative Director, Hennessy VS x Futura Australian launch — 2013

As part of their artist collaboration series, Hennessy released a limited VS bottle featuring the artwork of pioneering graffiti artist Lenny 'Futura' McGurr. Acclaim Magazine worked with Hennessy Australia to produce a launch event for the release, attended by Futura and featuring a variety of branded activities.

Excellent references can be provided upon request.

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