

JOEL SUSSMAN

linkedin.com/in/joel-sussman • 0430 528 851 • mrjoel01@gmail.com • Sydney, NSW

PROFILE

I build brands that earn their place in culture rather than buy into it. Fifteen years across brand, creative and marketing, thirteen of them in New York working with music, sport, art and entertainment, and now back in Sydney. I've led creative teams, built a brand from scratch, and worked with artists, venues and communities that brands usually only talk about. I care about taste, I'm comfortable backing the idea that isn't the safe one, and I've always been accountable for what the work actually delivers.

EXPERIENCE

Founder & CEO | **Afternoon Social Club** | Sydney, AU

Jan 2025 – Present

A premium lifestyle pickleball company built around community and culture rather than competition. Trading in Australia, New Zealand, the US and Malaysia.

- Built the brand from scratch across identity, product, community, ecommerce and logistics as a solo founder across four markets.
- Developed and launched 19 SKUs across paddles, apparel and accessories, from concept and design through to manufacturing, pricing and international fulfilment.
- Grew the brand through community, influencer partnerships and earned media. Apparel sold out in the first week and early customers kept coming back.
- Led all creative direction, content and brand partnerships across paid, owned and earned channels.
- Runs on a fully integrated AI stack across email, analytics, finance, design and content, with live dashboards connecting every part of the business.

Head of Global Brand & Creative | **Klarna** | New York, NY

2019 – 2024

Led brand and creative through Klarna's fastest growth period in the US, managing a multimillion-dollar brand budget and a team of 12 across creative, strategy and production.

- Built Klarna's first in-house creative agency from scratch, hiring and coaching a team of 12 and saving over \$1.5M a year in agency fees.
- Set creative direction and briefed, edited and signed off work across brand, product, social, B2B and partnerships.
- Co-led US marketing strategy with the Head of US Marketing, growing brand awareness from 2% to 50%+, consideration from 3% to 41% and trust from 2% to 33% among 18-34-year-olds over four years.
- Ran the 2021 Super Bowl campaign across creative, media, PR, social and partnerships. Generated 6 billion impressions, tripled brand awareness and reached top 5 most downloaded app during game week. Named one of the best Super Bowl ads of the year by CBS.
- Negotiated and activated Klarna's first sports partnerships with Chicago Bulls and Angel City FC, growing share-of-checkout by 38% across both.
- Developed partnership and launch plans with Apple, Airbnb and Stadium Goods, presenting directly to C-suite.
- Owned positioning and go-to-market for new product launches, from app features through to major revenue drivers including the search and compare pricing feature.
- Ran integrated campaigns from launches to always-on activity across internal teams and external agencies, keeping one brand consistent across 19 markets.

Senior Business Director | Anomaly | New York, NY

2011 – 2018

Key clients: Converse (Global & North America), YouTube, Google, Nike NY, NBC Sports Network, Manchester City, Umbro, Diageo, Unilever, Renaissance Hotels, Mighty Jaxx, Lyst

Seven years running accounts across music, sport, art and entertainment, progressing from Account Supervisor to Senior Business Director. Learned early that the best creative work comes from giving talented people a clear brief, a point of view to react to, and the room to surprise you.

Converse (Global & North America)

- Global business lead for Converse. Worked with the CSO to define the brand platform that became 'Made By You', a 360-degree always-on campaign built on real people and community. Won a Cannes Lion and a D&AD pencil.
- Ran the CONS skate segment, commissioning a skate immersion study that shaped the FA14 campaign, which earned 2M+ impressions and a D&AD graphite.
- Built talent and influencer partnerships with A\$AP Nast, Miley Cyrus, Millie Bobby Brown and Pete Davidson.
- Partnered with Converse Entertainment on collaborations with Nowness and artists including Keith Ape, Art is Trash and Shantell Martin.
- Developed retail strategy and creative for North America, working with Converse-owned stores and partners including Journeys and Foot Locker.

YouTube & Google

- Account lead across YouTube Music, YouTube TV, YouTube Red, Artists and B2B.
- Led brand strategy, creative and communications for the global launch of YouTube Music, and an always-on programme supporting YouTube's artist partnerships.
- Embedded an Anomaly team inside the YouTube office, growing agency revenue on the account 3x.

NBC Sports Network

- Led the cross-agency rebrand of Versus into NBC's first 24-hour sports channel, delivering a 14% lift in viewership.
- Directed the team behind the NBC Sports Super Bowl commercial, driving a 33% lift in brand awareness.

Nike NY

- Ran strategy and creative for the Nike NY FuelBand, #makeitcount and Find Your Greatness Olympic campaigns.

Account Manager | Clemenger BBDO | Sydney, AU

2009 – 2011

Key clients: Wrigley (5 Gum), Bupa Health Insurance, Road Transport Authority, Sydney Theatre Company, Yaffa Publishing

- Managed the \$50M Bupa Health Insurance account.
- Contributed to the strategy that won Best Global Adaptation for 5 Gum at the Wrigley Global Awards, and named its best-selling flavour, Tempest.

Brand Supervisor | 5iveSenses (Experiential Agency) | Sydney, AU

2005 – 2009

- Ran experiential campaigns and events for Diageo, Coca-Cola, Armani and Vodafone, from concept through to on-the-ground delivery.

EDUCATION

Creative Strategy & Advertising | AWARD School | Sydney, AU

2010

Bachelor of Arts | Australian Catholic University | Sydney, AU

2004 – 2007

References available upon request