

Gabriel Rachel Kumontoy

Strategist | gabsicola@gmail.com | [linkedin.com/in/gabrielkumontoy](https://www.linkedin.com/in/gabrielkumontoy) | [+61 434 835 988](tel:+61434835988)

Introduction

A strategist with expertise and passion for all things branding, social and content. With an obsession with emerging platforms and ability to track trending topics & conversation, it means I always have my finger on the cultural pulse of Aussie users.

Leading with science of **behavioral effects** and the power of **intentional, selective words**, I believe that any strategy worth buying has to **move the non-advertising person**. To me, what's inspiring and rewarding, is unearthing insights that reveal a **little twist** in how we see the world, or a surprising, moving fact, such that it makes us take a beat.

As a vegan in my fifth year and an ardent feminist, I'm more keen than ever to use my professional expertise and experiences to affect change and help fellow humans in any way possible.

Experience

Social and Brand Strategist

April 2021 - July 2023

DDB Sydney, Australia

Some of the most challenging, rewarding experiences of my career within the two years at DDB - I was fortunate enough to work on social and strategy on the **McDonald's Australia** account to launch nation-wide debates about a potato snack, evoke a passionate love affair with iced coffee for **McCafé**, an AdWeek-mention worthy campaign (and a strategic overhaul) for **Skittles USA** as well as smaller campaigns with a focus on driving community love for Kmart and behaviour change for Telstra.

I left DDB having landed on the other side of a steep learning curve, a resume to be grateful for and a very, very thick skin from working at a rapid pace on the countries' number #1 QSR brand.

Key Moments

- Set off a [nationwide debate](#) in Jan - Feb 2023 about what the correct name for Potato Scallops should be (i.e. Fritter or Cake?). Using the insight that Aussies are divided by states using different words for the same thing, I briefed the creatives to take a stand in what we (Macca's Australia) called these fried snacks - the stand being, Potato Scallops, a term that's widely used in Queensland and NSW, and [announcing it](#) via our TikTok channel. The result? Over 60 pieces of media coverage, a roiling debate on our social channels and most importantly, the side item selling out, nationwide, 2 weeks earlier than planned. I also wrote an Effie entry for this campaign (Australia, 2023) paper for which results will be released in September, 2023.

- Wrote the brief and insight for Skittle's USA's 2022 Halloween Campaign, which was listed on AdWeek as one of the '[17 Most Spellbinding Halloween Ad Campaigns, Products and Brand Stunts of 2022](#)'.
- Co-wrote and overhauled the social strategy for Skittles USA. Their ambition was to be the king of social, like there were when social first started firing off (circa 2010). But nowadays, their social looked and sounded like everyone else's. Together with my colleagues Alex Watts and Ab Maclean, I wrote them a playbook for social which is still in operation now.
- Along with writing briefs for Macca's Summer Menu 2022, all Sponsorship ads (for NRL and AFL) and Value ads and content from June 2022 and June 2023, I also relaunched the return of the legendary Aussie favourite, the [McFeast](#) in May 2023.
 - [Macca's NRL sponsorship ad](#), 2023
 - Macca's NRL sponsorship social activation (videos [1](#) and [2](#)), 2022
- Led all McCafé activations between September 2022 and June 2023, with an aim to grow McCafé market share of Iced Coffee sales, a segment that has the growth potential of 5% year on year sales.
 - For 2022 Iced Coffee campaign, I came up with the strategy of using music to endear ourselves to Iced Coffee drinkers. Why? Because of the insight that for them, iced coffee is an a drink, but also a jet fuel for action, a badge of productivity. The [audio track](#) that came out of this gained hundred and thousands of views and over 100 UGC.

References: fran.clayton@syd.ddb.com (Fran Clayton) and Kat Wynne (katharina.wynne@syd.ddb.com) and Ab Maclean (ab.maclean@syd.ddb.com)

Social Media Manager

Sep 2020 - April 2021

Hello Social, Sydney, Australia

My first stint in Australia, I gained operational skills as I wore multiple hats in this company. I was a business manager, a content creator and a strategist. I worked on accounts like El Jannah and Capricorn.

Reference: max@hellosocial.com.au

Senior Digital Strategist

April 2019 - February 2020

MSL Group (Publicis Communications, Singapore)

As the social and digital lead in MSL, I ran and grew the Heineken, ASICS and YILI Dairy businesses worth nearly USD 600K across the 9 months.

Here, my main task was to grow digital capabilities within the team members, expand the agency's social media offerings, and integrate data-driven insights into traditional client briefs.

Key Moments

- Led the digital and social portion of the **Inner Mongolia YILI** business, worth over USD\$300K in for 6 months; played a key role in successfully retaining the business for 2020 to focus solely on social and digital for 2020, with business worth USD 700K++.
- Led the **Heineken** social team for a pilot project during the Formula One Grand Prix 2019 night races, and successfully retained the business from their former agency, such that they've re-contracted with us as agency of record for 2020, employing the strategy I recommended. It is an annual business worth SGD 130K.
- Led the **ASICS** social team and reinforced the social strategy to drive people to their newly launched ecommerce site and garner younger followers across 3 brands: ASICS, ASICS SPORTSTYLE and ONITSUKA TIGER. This business is worth an annual SGD 300K.
- Mentored 3 members of the mostly PR-focused MSL 15-man team to manage social and digital-focused accounts in the agency

Planning Manager

August 2015 – March 2019

Weber Shandwick

Part of Weber Shandwick's initial Content & Planning team since 2015, I focused on strategic & nimble digital marketing that is rich in South-East Asian culture & insight. I worked cross markets and in a regional capacity – Malaysia, Indonesia, Vietnam, Thailand, Philippines, AU and NZ.

The creative directors and I tag-teamed to win multiple marketing briefs in an environment where we mostly got PR briefs due to Weber Shandwick being known as a traditional public relations agency, when in fact they were trying to brand out to integrated briefs.

Key Moments

- I led the Digital and Social remit for **Temasek**, a Singaporean holding company owned by the Government of Singapore, for over 3 years. During my 3 years on this account, I grow its digital and social media business by 20% and a campaign I conceptualized was nominated for the 2018 Marketing Excellence Awards – “**Excellence in Integrated Marketing**”

- Was Lead Planner for the acclaimed "Lose Yourself to Find Yourself" **Hotels.com** campaign to promote its variety of offerings across SEA. Based off the insight that we loved to travelbrag in front of the camera and seek creature comforts off-camera, this campaign was proclaimed by the SEA Marketing team to be the **best performing social media campaign yet, driving a 60% rise in CTR and 30% increase in bookings**
- Led the Regional Digital Insights team for **Mastercard** across Singapore, Malaysia, Indonesia, Vietnam, Thailand, Philippines, AU and NZ for the Safety and Security campaign from 2015 to 2018. Our share of voice against our competitor, VISA, used to measure effectiveness of our content and campaign tactics, **grew by 15% during my time on the account**. It was a USD 1MILL dollar per annum account
- Drove the win of news business pitches for **Nespresso**, adidas (new remits) **Singsaver**, **Singapore Art Week** and **Polident** (GSK)
- Travelled to Bangkok to conduct a full day social media crisis workshops for team of 21 **Nespresso** marketing managers and heads

Account Executive

April 2013 – December 2014

Epic Public Relations

Led the 3-man **FireEye** team to win the **Gold 2014 PR Award** in the **Best B2B PR Campaign**. Also worked on the following accounts – Yahoo!, HTC, and Remy Cointreau and Absolut Vodka.

Singapore

Video and Print Journalist

July 2011 - September 2011

The Bolivian Express

Travelled to and conducted media interviews with local *cholita* wrestlers, sports captains, architects and graffiti artists residing in Bolivia; written articles include "The El Classico Experience", "The Festival of St. Ignacio de Moxos" (which was in an unknown, less explored part of Bolivia) & "Archie for Brickfast" all of which were published in *The Bolivian Express* across three months.

Bolivia

Education

The University of Auckland

July 2015

Bachelor of Arts degree in Political Science and FTVMS (Film, Media & Television Studies)