

ROBERT GILES MCGUIRE

Creative Strategist / Brand, Business & Partnerships Developer

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About Me

D/O/B: 19/03/1980
HK ID No: R846579(6)

As a multifaceted artist educated in the UK and based in Hong Kong for the past two decades, I design captivating content for film, brand, and digital clients through my expertise in print, motion, and multimedia mediums. Blending creativity with technical prowess, drawing inspiration from diverse influences and a deep understanding of cultural nuances, I craft compelling narratives that leave a lasting impact on global audiences. Driven by a passion for storytelling and a relentless pursuit of innovation, I am uniquely positioned to captivate international audiences through my multidimensional skill set and multilayered perspective.

Skills

Hard Skills

Partnerships & Experiences
Creative & Marketing Strategy
Brand & Concept Development
Advertising & Graphic Design
Corporate Identity & Branding

Techniques

Creative Strategy
Artistic Direction
Creative Production
Project Management

Tools & Software

Adobe CC Suite
3DS Max / C4D & Blender
Slack / Trello & MS 365

Languages

English (Native)
Cantonese (Basic Conversation)

Education

University of Cambridge
HR Strategy & Analytics
07/2023

London Business School (LBS)
Financial Analysis & Accounting
07/2019

University of Bristol
Bachelor of Arts (Graphic Communication)
07/2007

Other

- Awarded *Business Innovator*
- The A' Design Award & Competitions' Advisory Panel
- Certified Design & Advertising Specialist (CDAS)

Experience

Tironhk ^(HK) /// www.Tironhk.com

Indoor Golf Simulator Company: (Pay-Per-Play Concept)

08/2019 - Present

Co-founder & Owner

- A keen avid golfer from an early age. During the COVID-19 pandemic, I founded and grew an indoor golf simulator business from a single location to two successful locations in Hong Kong.
- Leveraged extensive business experience to create an innovative indoor golf simulator concept that was the first of its kind in Hong Kong.
- Disrupted the local golf industry by providing accessible, affordable, and inclusive golf programming that challenged the sport's elitist reputation.
- Cultivated strategic partnerships with prestigious brands like Louis Vuitton, LIV GOLF, and the Hong Kong Jockey Club, hosting pop-up events to introduce golf to new audiences and expand the company's visibility.
- Collaborated with local schools to provide affordable golf instruction and programming, making the sport more accessible to underserved youth in Hong Kong.
- Organized and hosted numerous charity events and parties at the facilities, leveraging the business to support local causes.
- Managed all aspects of the business operations, including brand development, marketing, financial management, and overseeing a team of staff.
- Rapidly expanded the company's footprint and customer base through strategic planning and execution, building on partnerships with various golf equipment and apparel brands.
- Awarded multiple business innovator awards in recognition of the company's disruptive and impactful model.
- Demonstrated entrepreneurial drive, operational expertise, and the ability to successfully launch and scale a new business venture. Successfully led the company from concept to a profitable business.

Clockenflap & Magneticasia ^(HK) /// www.magneticasia.com

Full-service Event Agency: Production / Promotion / Logistics

02/2013 - 06/2020

Creative Strategy Lead / Client Liason / Engagement

- Served as the creative lead overseeing the visuals, marketing, production, and on-site control for 4 distinct music festivals, including Sonar and Clockenflap.
- Independently managed and directed the digital platforms and marketing for the company, including their largest ticketing platform and white label versions across Asia.
- Led the creative vision and digital marketing assets for major clients such as Alibaba's Jumpstarter program.
- Built impactful partnerships with global sponsors and brands to support the events and expand their reach.
- Demonstrated strong creative vision, project management skills, and the ability to deliver impactful digital and live event experiences.

Turtle-media & MvA ^(UK & HK) /// www.turtle-media.com

Digital Interactive Creative Agency & Branding Company

01/2004 - Present

Creative Partner / Business Developer / MvA Founder

- Founded an early-stage Flash development company in 2004, well before the emergence of the iPhone and the shift towards mobile-first web experiences.
- Pioneered innovative rich media and interactive web experiences for clients, leveraging the capabilities of Flash technology at a time when it was a dominant force in the digital landscape.
- Secured contracts with major 4A advertising agencies to service their interactive and rich media needs, establishing the company as a trusted partner for high-profile clients.
- Demonstrated strong technical fluency, design sensibilities, and project management skills to deliver impactful web experiences for a diverse range of clients.
- Grew the company, maintaining an agile, adaptive mindset as the industry rapidly evolved, transitioning the company's focus as needed to stay ahead of emerging trends and technologies as the market shifted away from Flash.

...Previously

Hired Gun ^(UK & HK) /// Providing service and support to Agencies

08/2001 - 06/2024