



RAY CURLE BIO

“I get a real sense of achievement from making connections between people, problem-solving and making things happen. I value professionalism, honesty and straight talking”.

Karen Beanland, Group Manager, Corporate Affairs, Ports of Auckland

CURRENTLY

- Advertising and Marketing Consultant for *Christian Media Services* and *Wild Side Publishing*. wildsidepublishing.com
- Based in Auckland until November 2014, now in Ruawai, Northland.
- Co-founder (2016) of *Wild Side Design* with Janet Curle (nee Balcombe). wildsidedesign.net

PREVIOUSLY

- Contracted to *Initiate Media (Australia)* as Advertising Manager for ten years. initiatemedia.net
- Founder of *Creative Marketing Strategies*, marketing and public relations consultancy promoting tourism in the Gisborne district.
- *Sterling Holdings Ltd* and *Dove Ministries* (13 years). Employed full-time to organise meetings and seminars nationally and internationally for Christian evangelist Bill Subritzky. Helped develop up the publishing side and video production department.
- An original director of *Stereo FM Ltd*, the first private FM radio station in Auckland.
- Manager for *Radio Otago (4XO)* in Dunedin.
- Director of *Creative Media Services Ltd*, a successful radio advertising rep company providing national advertising revenue for four private radio stations.
- Account executive for *Capital Radio* and *Thames Television* in London.
- Sales executive for *Radio Hauraki* in Auckland.
- Copywriter for three Auckland advertising agencies.

SKILLS & ACHIEVEMENTS

- Communication & PR
- Marketing & Strategy
- Administration & Facilitation
- Promotions & Events

RECOGNITION

- Chairman & Co-founder, Wild Side Charitable Trust
- Past President, Gisborne Chamber of Commerce
- Past member, Gisborne Rotary
- Initiator of the Destination Gisborne tourism promotion
- One of the original founding trustees and board member of Promise Keepers NZ

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