



Brand Strategy. Copywriting. Design. Product.

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One desk. Every discipline.

I write it, art direct it, design it, build it, and ship it. Copy, UX, brand, code, AI. All from the same desk.

Twenty years of work across Asia, the Middle East, Europe, Africa, the Americas, and Australia. Government transformation at \$350M. Global advertising at \$250M. Brand and communications leadership across 83 companies and 29 countries. Thirteen products built solo and shipping free.

I have owned the client relationship and the creative that came out of it. Same person, both sides of the table. Most people specialise because the industry told them to. I did the opposite, and it turned out to be the useful bet.



BRAND AND ADVERTISING
CREATIVE DIRECTION
COPYWRITING AND CONTENT
UX AND DIGITAL DESIGN
PRODUCT AND AI



What I Do

Brand and Account Leadership

Positioning. Brand architecture. Brand governance across markets. Naming. Client and stakeholder management. Account direction. Campaign strategy. Employer brand. Brand audits.

Copy and Content

Advertising copy. Long copy. UX writing. Editorial. Scripts. Broadcast. Executive and speech writing.

Design and Experience

Visual identity. Digital and UI design. UX research. Prototyping. Accessible and inclusive design. Packaging and environmental.

Product and AI

Full product build. AI-native creative pipelines. Automation systems. WordPress, Supabase, Claude and Gemini APIs.

Twenty Years. Ten Rooms.

TBC Worldwide

Lead Consultant, Brand and Advertising · Sydney · 2021 to present

Brand strategy and creative direction for 25+ Australian clients across Healthcare, NDIS, Retail, IT, Infrastructure, and Not-for-Profit. Every client different. Every solution from scratch.

Corporate and community events for 300+ attendees, end to end.

Revard App

Creative Lead, Brand and Product · Sydney · 2024 to present

Took behavioural psychology and turned it into something a tired parent trusts at 9pm on a Tuesday. Brand identity, voice, narrative architecture, and every line of microcopy in the product.

Full user journey mapped. High-fidelity interfaces built with AI-native tools. Finalising for market.

Harness Projects, Australia

UX Researcher and Designer, Social Impact · Sydney · 2024 to 2025

Three organisations, one concentrated run.

The Big Issue: research into a digital edition that would not dismantle the street vendor's livelihood.

Spinal Cord Injuries Australia: redesigned EmployAbility for two opposing user groups on one platform.

Back To The Bush: full digital overhaul for an Indigenous conservation charity.

SBS Australia

Content Producer, Digital and Audio · Sydney · 2022 to 2023

Live radio bulletins and one-hour shows to a national audience. No second takes. Podcasts, digital news, and social communities of 25,000+ subscribers, held through the FIFA World Cup 2022.

Norden Communication

Head of MarCom, Global · Kochi, India · 2021

Owned the global marketing communications function across ten markets. Ten country websites revamped simultaneously, each localised, all aligned. Built a design automation system that removed thousands of manual hours across international markets.

Never in the room. Always on the brand.

Inboon Media

Creative Partner and Strategic Account Manager · Kochi, India · 2015 to 2021

Scaled a bootstrapped creative operation into a cross-continental agency. 50+ startups. Full creative function owned.

Directed the 1000 Hearts community movement. \$2M AUD budget, concept to execution.

Held the accounts as well as the creative. Client relationships that lasted because the results did.

Aries Group of Companies

Head, Corporate Communications · Kochi, India · 2013 to 2015

83 companies. 29 countries. Custodian of the global brand and digital presence, reporting into the executive. Built the CEO's personal brand and public narrative, work that fed his recognition on global Forbes listings.

Havas, JWT, DDB Mudra, Stark and Concept

Senior Copywriter · Bengaluru, India · 2006 to 2013

Seven years on the most disciplined creative floors in India. Wrote for IBM, Toyota, Samsung, TATA, and Wipro across print, television, radio, outdoor, and digital.

1,000+ individual pieces of work. Campaigns that contributed to an estimated \$250M AUD in revenue.

These were the years that built the copywriter.

Thirteen Products. Built Alone. Shipping Free.

I stopped writing about products and started building them. Thirteen apps and extensions, designed, written, and coded solo. All shipping free.

KINDD

Australia explained without paying anyone.

EARNT

Screen time gets earned, not given.

PLATD

Start with the shelf, not the recipe.

THE OUTSIDE EYE

Brands drift. Nobody inside ever notices.

The Toolkit



Brands and Organisations



Education

AWARD School. Creative Advertising, Conceptual Thinking, Art Direction and Copywriting. Sydney.

MBA, Marketing and Operations. Mahatma Gandhi University.

B.Com. CMS College, Kottayam.

ROSTRR

Everything still charging you, on one list.

MOVD

One date runs the entire move.

SHARPEND

A profile that reads like a feature, not a CV.

SORTD

The dates that quietly run your life.

PACKD

The charger. Every single time.

MOODFRAME

Get the room agreeing on a look.

Also

Languages: English, Malayalam, Hindi.

Published in All Lights Film Magazine and LuLu Good Life.

Writing a book on human intuition and branding in an age ruled by machines.

Mentoring people with disabilities. Building accessible digital experiences.

Make it human. Make it work.