

# ICECREAM HANDS

## 'Giant Fox Pineapple Tree' Album Launch, 2025

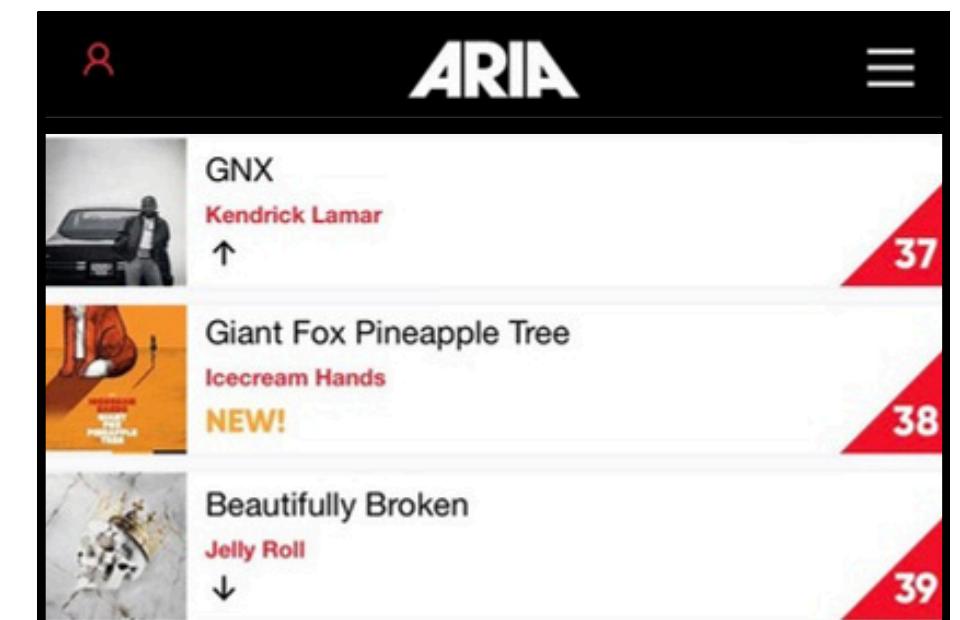
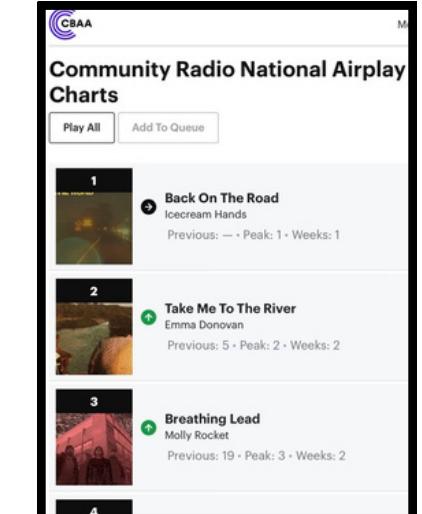
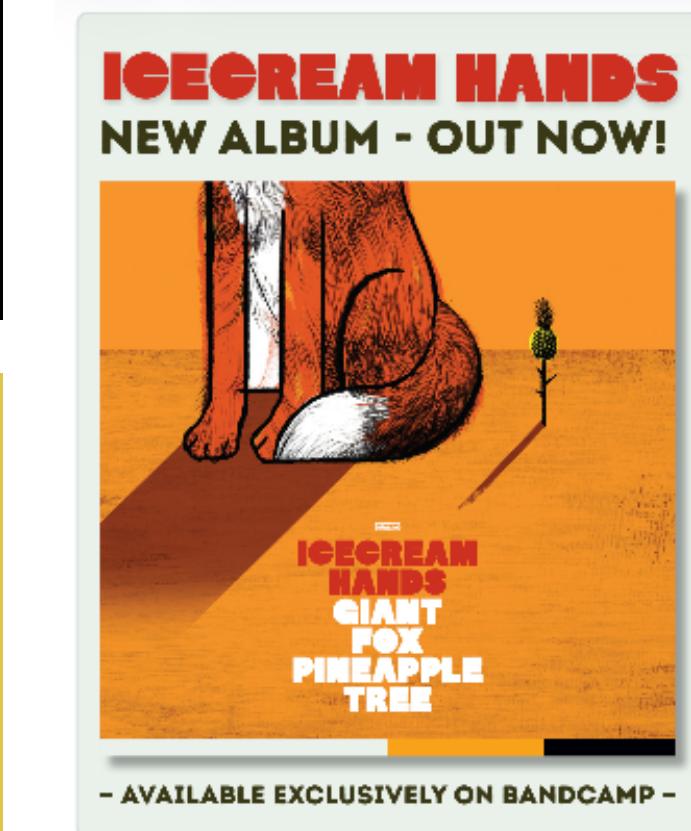
This 14-week launch campaign to the new album & launch shows combined strategic media outreach, community engagement, and streamlined content creation.

The campaign delivered impressive results across airplay, physical and digital sales, audience growth and ticket sales.

- First single 'Back On The Road' debuted #1 on Amrap's inaugural Community Radio National Airplay Chart, creating momentum prior to album release.
- Pre-release sales propelled the album into the charts - making it to #38 in the ARIA Album Charts and #8 in the ARIA Top 20 Australian Albums. This was the first time in the band's 33 year history that they had charted.
- Sold out album launch shows in Sydney and Melbourne.
- A strengthened community of engaged fans - Facebook campaign content had 200,000+ organic views (62% non-followers) and 8,951 likes, share & comments.

### LINKS:

[Bandcamp](#) | [Facebook](#) | [Instagram](#)



# CHARLES JENKINS

## Launch Campaigns - 'Radio Sketches' album series (2023 / 2022 / 2023 / 2024)

Charles Jenkins is an acclaimed Melbourne songwriter, musician and producer with 23 studio albums under his belt.

My work supporting the release of his 'Radio Sketches' albums included creation of all campaign assets, digital release, online store, social media, subscriber emails and all PR activities - resulting in numerous radio appearances and written reviews.

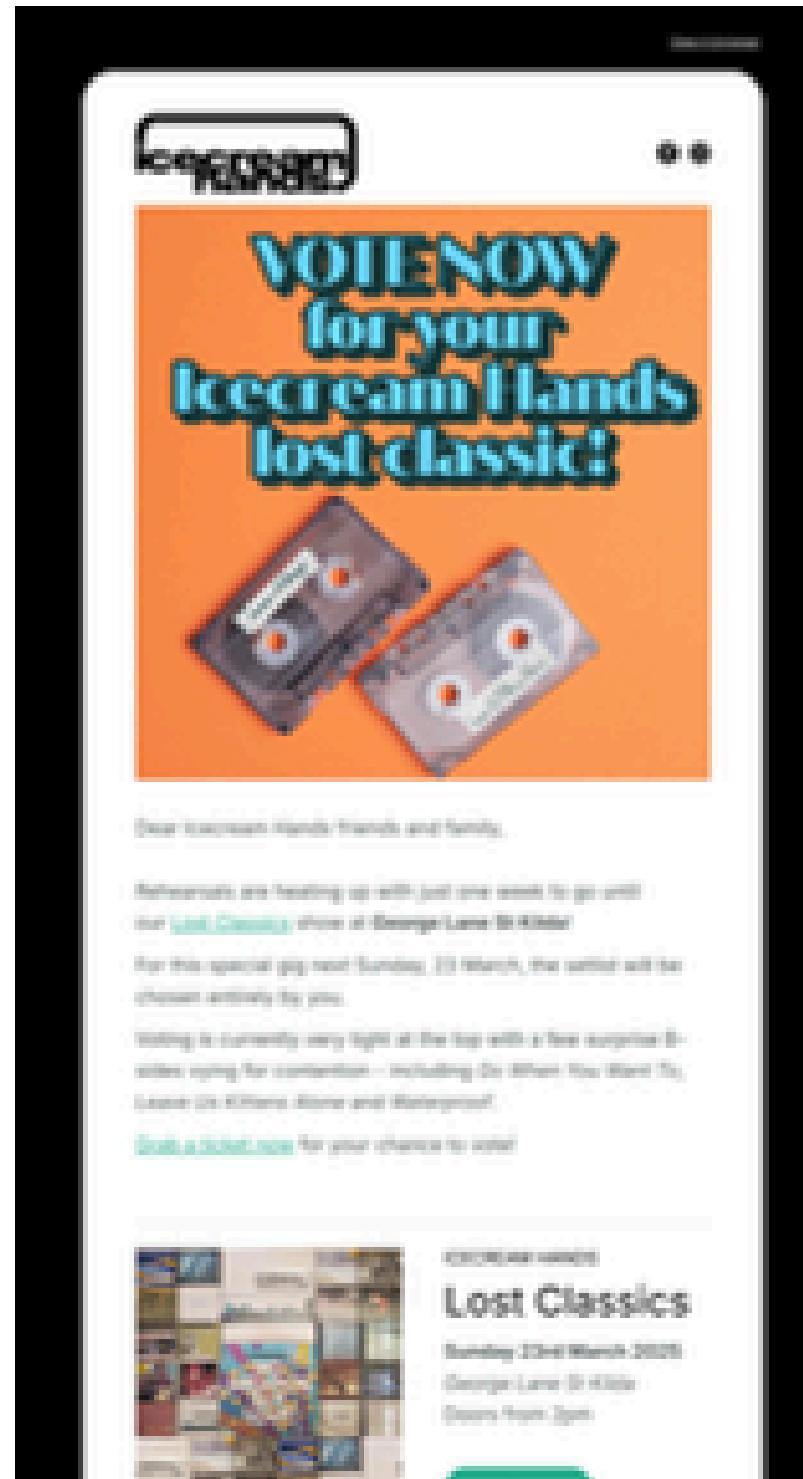
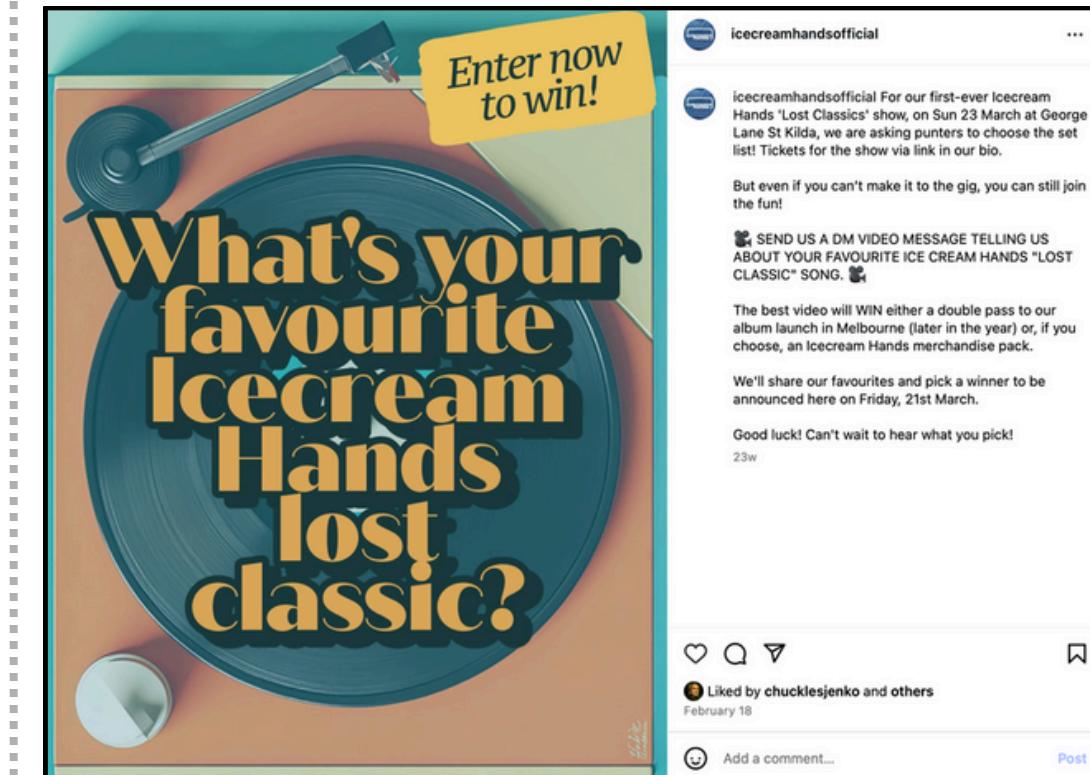


A composite image showing the Charles Jenkins website and various social media campaign assets for the 'Lately In The Garden' album. The website header includes 'WORKSHOPS', 'ABOUT', 'SHOP', 'CHARLES JENKINS', 'GALLERY', 'GIGS', and 'CONTACT'. The main page features the album cover 'Lately In The Garden Radio Sketches #4' with a 'Out now!' banner. Below the cover are sections for 'music', 'merch', and 'community'. A Bandcamp page for the album is shown, featuring a player for 'Sailor Dog', download options, and a price of '\$20 AUD or more'. The Bandcamp page also includes a 'Discography' section with 16 releases. A Facebook post from 'Charles Jenkins' with a photo of the album cover and a 'Lately In The Garden Radio Sketches #4 OUT NOW!' message is also shown.

# ICECREAM HANDS

## Promotion of live shows (2021 - 2024)

Campaigns promoting Icecream Hands' live shows, including their annual 'Christmas Show' every December. Includes creation of all campaign assets, social media, subscriber emails, social advertising and supporting video content.



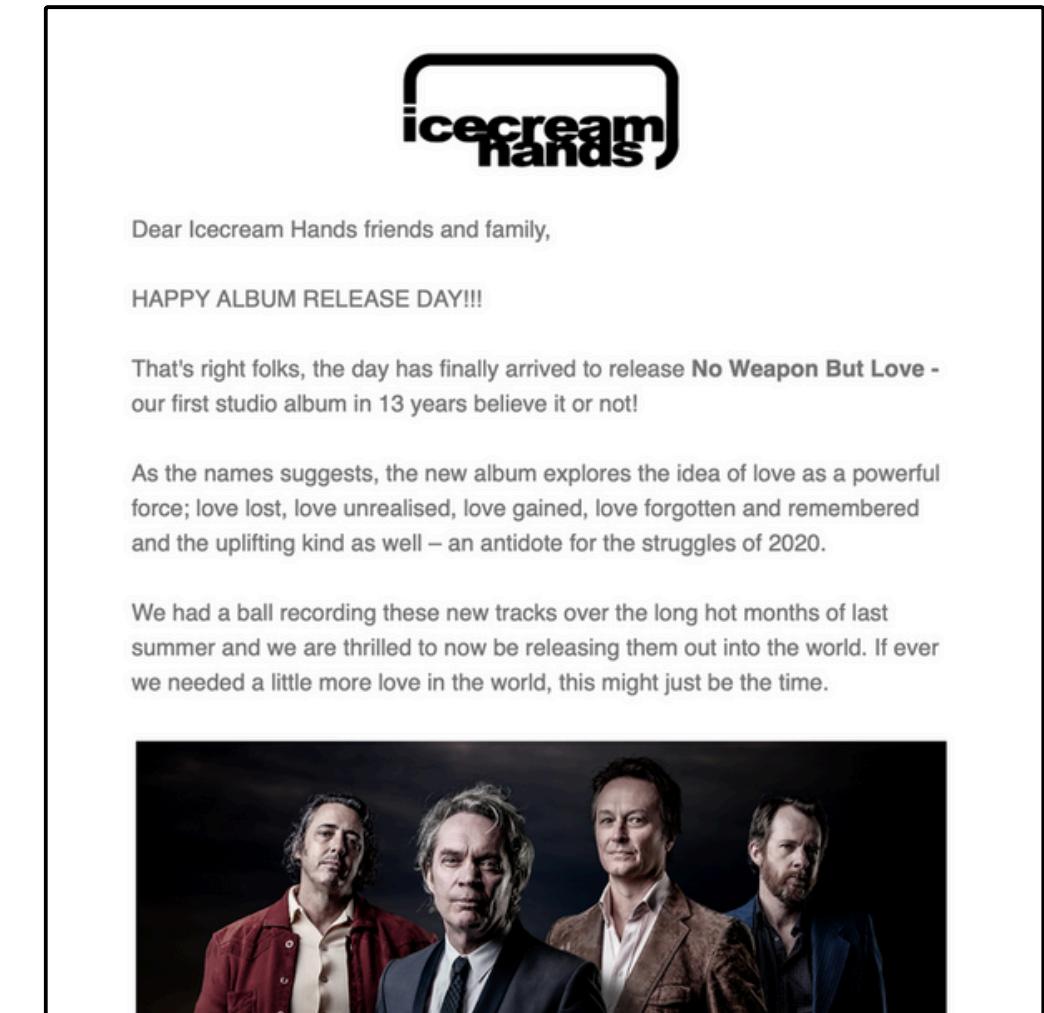
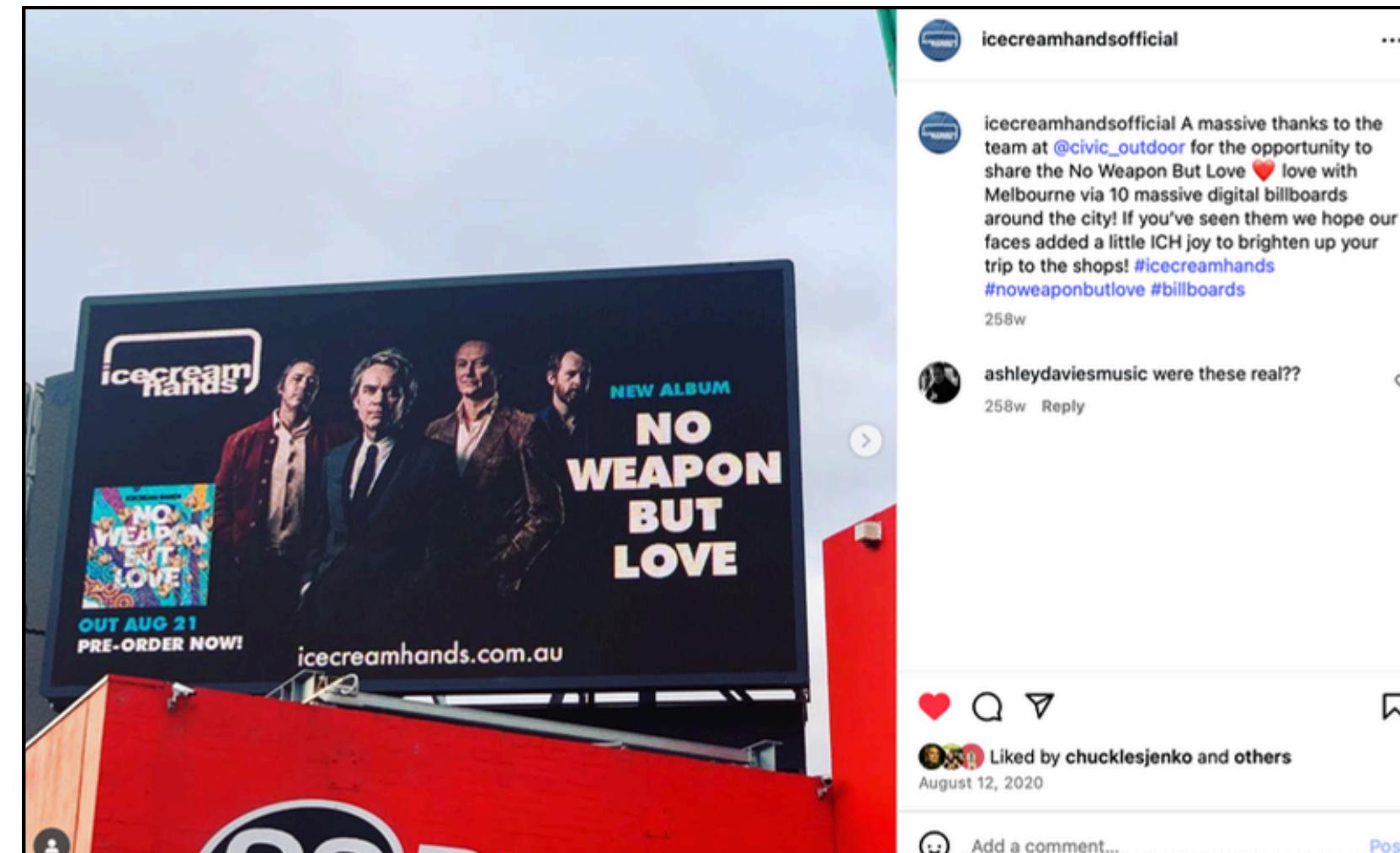
**Icecream Hands 'Lost Classics' Show (2025)**  
The Icecream Hands' 'Lost Classics' live show allowed fans who bought tickets to vote for their favourite 'classic' songs to make up the track list for the show.

This provided a great opportunity for fan engagement. As well as the usual campaign assets, the 'Lost Classics' campaign involved creation of voting processes, as well as giveaways driven by additional UGC.

# ICECREAM HANDS

## Album Release 'No Weapon But Love' (2020)

Management of release assets including PR, subscriber emails, digital release, online store, advertising and social media.



# OTHER PROJECTS

## Port Fairy Folk Festival (2024, 2025, 2026)

Developing informational iMag content for display during the Festival



## SEO Writing & Ghostwriting

Writing article, blogs and website content for businesses to optimise content for search engines and provide relevant, interesting content to website visitors and customers.

The screenshot shows a website for 'mycar' with a navigation bar for 'Tyre & Auto', 'Servicing', 'Repairs', 'Offers', 'Info', and 'Stores'. The main content area features a blue header with the text 'The BYD Cairns service specialists moving'. Below this, there is a paragraph of text and a small image of a person. To the right, there is a sidebar with the title 'EV buyer's guide: how much are electric cars?' and a small image of a person. The sidebar also contains some text and a small image.

## Travel Writing & Editorial

For an overview of my published travel writing and editorial work, including links, please visit my [Writing Portfolio](#) page.

# TARRAWARRA MUSEUM OF ART

## Contract content & video creation (2022 - 2024)

Situated in Melbourne's Yarra Valley, TarraWarra Museum of Art exhibits some of Australia's best established and emerging contemporary artists.

Engaged on a contract-basis, my work with TarraWarra is focused on the creation and management of social media content - especially video content. I developed social videos, and provided additional content support to the in-house team - writing, designing and scheduling posts - as well as liaising with artists and curators.



**EXPERIMENTA LIFE FORMS**  
International Triennial of Media Art

**Image Credit:** 'South Shift' (2018) by Justine Emard. Video still. Image courtesy of the artist.

**EXPERIMENTA LIFE FORMS**  
Launches this Friday

We're thrilled to be launching *Experimenta Life Forms* this Friday 19 March at Plimsoll Gallery, Hobart (TAS).

Featuring 26 Australian and International artists working on the periphery of convention, the exhibition engages with ideas on how new understandings of biological and artificial life are challenging human-centric thinking. It's rich and

**NOW OR NEVER**

**Now Or Never Art Trail**

4-10 August 2023  
Melbourne, Australia (Melbourne, Victoria, Australia)

Experimenta invites audiences to explore the complexities of integrating and merging a sense of resilience, art, science, entrepreneurship, technology, culture, and society. This year's theme, 'Technology and Resilience: Culture and Society', has the potential to challenge our perceptions of what is possible.

Now Or Never Art Trail invites Experimenta to explore the creative possibilities of a new resilience-based leading Australian and international contemporary art trail set in a Melbourne journey through Melbourne's landmarks with art and technology.

Now Or Never Art Trail invites audiences to discover, explore, and engage. This exhibition brings together ideas and thoughts provoking questions that challenge us to consider the future and our place within it.

**EXPERIMENTA**  
EMERGENCE — NATIONAL TOUR OF MEDIA ARTS

**Now or Never Art Trail Wrap-up**

For four nights last month, the Now or Never Art Trail ignited the

**In conversation with:**  
Jon McCormack

*That awareness is something that is probably not brought centrally,*

Voice of:  
Now Or Never Art Trail Artist,  
Jon McCormack

**experimenta\_**

**experimenta\_** PHOTO GALLERY — Universal Everything's *Infinity* captivated us with its never-ending parade of unique personalities born from code.

Universal Everything's *Infinity* is a joyful, colourful beings walk, stumble and limp across the screen in an endless joyous procession as part of Now or Never Art Trail.

Browse the photos, listen to the podcast and find out more via the link in our bio.

**Artwork:**  
Universal Everything, *Infinity*, 2021

**Photo credits:**  
Samara Clifford - Image 3 & 4  
Long Story Short - Image 1,2,5 & 6

#ExperimentaNowOrNeverArtTrail @universaleverything @nowornever.melb  
Edited - 99w

**petermcclishartmusic** Love this work ❤️

**kimdekretser** Liked by kimdekretser and others

September 31, 2023

Add a comment...

**experimenta\_**

**experimenta\_** We are excited to welcome Kim de Kretser as Experimenta's new Managing Director.

Kim has 20+ years' experience engaging artists, scientists, great thinkers, highly-skilled doers, and community members in curated collaborations across a huge number of public art exhibitions, projects, and festivals.

"I'm thrilled to be appointed as Experimenta's Managing Director," says Kim. "Experimenta's long-standing history of championing creative possibilities and enabling artists to take risks with technology is truly outstanding."

"I look forward to working alongside an incredible team and Board, deepening and enriching our relationships with our inspiring community, and welcoming new audiences to the infinite possibilities that exist — and the visionary conversations that are had — when art meets technology."

Read more about Kim on our website. Link in bio.

#Experimenta #TheFutureOfArt

Artwork features: *Install view Experimenta Life Forms (2022)* (left) view of *Universal Everything*, *feeler* (2019-2020) and *Experimenta* *Kim de Kretser* at Western Plains Cultural Centre, Dubbo (NSW).

Photo: Zenio Lapka.

Liked by kimdekretser and others

September 31, 2023

Add a comment...

# EXPERIMENTA

## Communications & Marketing Manager

### July 2022 - February 2025

Experimenta is Australia's leading organisation dedicated to commissioning, exhibiting and touring contemporary art driven by technology. I delivered marketing and comms for the organisation, with a focus on brand & audience growth. Lead several incredibly successful marketing and PR campaigns including:

- **Experimenta Life Forms (2022-2023)**
- **Now or Never Festival (2023)**
- **Now or Never Festival (2024)**
- **Experimenta Emergence (2025)**

**ART & DESIGN | ENTERTAINMENT | FASHION | FOOD & DRINK | HOME & LIFESTYLE | THINGS TO DO | TRAVEL | CITY FILE | THE SHOP**

Try: 'Coffee in Brunswick', 'Open Late' or 'Ramen'

A Seven-Metre Tall Human Head, Bubbles That Burst Into Fog and Eternally High Light Beams: What To Expect From the 1.2-Kilometre Art Trail Coming to Melbourne

A 1.2-kilometre art trail set to debut as part of Now or Never. In partnership with City of Melbourne, we go behind the scenes with curator-at-large Lubi Thomas, to find out what went into building the work and what visitors can expect to see.

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