

ADRIAN DI FRANCESCO

SPORT · ENTERTAINMENT · MEDIA · CULTURE

Commercial marketing leader across sport, entertainment, media and culture.

Commercial marketing leader with more than a decade of experience across sport, entertainment, media and consumer brands. I build audience-led campaigns that connect brand, content, partnerships and retail to measurable commercial outcomes.

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SELECTED IMPACT

12 YEARS

Marketing leadership across global and national brands

MULTI-MILLION \$

Marketing, media and content budget ownership

26% YoY

Sales growth from integrated retail and entertainment marketing

18% YoY

Lead growth through brand, media and acquisition transformation

EXPERIENCE

Omni-Channel Marketing Manager | adidas

Jun 2024 - Present

Lead omnichannel marketing across key wholesale partners, connecting retail, eCommerce, CRM, paid media, content, talent and visual merchandising.

- Own national launch and partner activation programs for flagship football and performance products, aligning sales, brand, digital, product and VM teams.
- Co-led the adidas Stadium experience at Rebel Conference, combining immersive brand storytelling, talent and social content. The activation delivered 5,000+ on-site engagements.
- Manage \$500K+ campaign budgets, agency partners, retail production and post-campaign evaluation across 50+ locations.

Senior Marketing Manager, ANZ | AirAsia

Jul 2023 - Apr 2024

Directed ANZ marketing during the airline's post-COVID market re-entry, with responsibility for brand, route growth, media and partnerships.

- Built localised campaigns across paid social, search, OOH, CRM and content, contributing to a 19% increase in route load factor and 30% YoY web traffic growth.
- Managed multimillion-dollar media and content budgets and partnerships with tourism boards, airports and sporting organisations.

Senior Marketing Manager, Brand | News Corp Australia

May 2022 - Jun 2023

Led brand, acquisition and partnership marketing for NewsXtend, with broader collaboration across News Corp's entertainment ecosystem.

- Rebuilt the NewsXtend brand and launched a national TVC and integrated media program across broadcast, social, search, CRM and display.
- Delivered 18% YoY lead growth and 12% conversion uplift from nurture journeys through performance optimisation and CRM.
- Managed internal teams and agency partners across creative, media, PR, content and performance.

Digital Marketing Manager, ANZ | The LEGO Group

Jul 2018 - May 2022

Led digital, content and entertainment marketing for LEGO ANZ, localising global franchises and building major retail and cultural moments.

- Spearheaded LEGO Masters Australia with BIG W, contributing to 26% YoY sales growth across key SKUs.
- Built the LEGO x McLaren Formula 1 activation with Daniel Ricciardo and Lando Norris, securing global press attention and high-profile talent content.
- Created Machine Bros, LEGO's first ANZ-produced original short-form series, reaching 10M+ views. Developed Playwaves, a Google Assistant experience delivering 5,000+ hours of branded play.

Lion

Owned content strategy, CRM and digital partnerships for XXXX and Hahn, integrating sponsorship, brand storytelling and performance marketing.

- Launched Australia's first alcohol brand Instagram campaign for XXXX GOLD, delivering 26% awareness uplift.
- Activated the Queensland Maroons partnership across social, web and eDM, growing the CRM database by 15%.
- Introduced Adobe Marketing Cloud and strengthened campaign measurement and analytics.

CORE CAPABILITIES

- Commercial & brand strategy
- Omnichannel & retail marketing
- Partnerships, sponsorship & trade
- Entertainment & IP marketing
- Media, CRM & performance
- Content, talent & production
- Agency & cross-functional leadership
- Measurement, ROI & optimisation

EDUCATION & ADVISORY**Diploma of Communications**

Macquarie University

Industry Mentor, Masters of Marketing

Macquarie University | 2022 - 2024

Academic Board Member

Institute of Data | 2022 - Present