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freya lombardo

creative energy

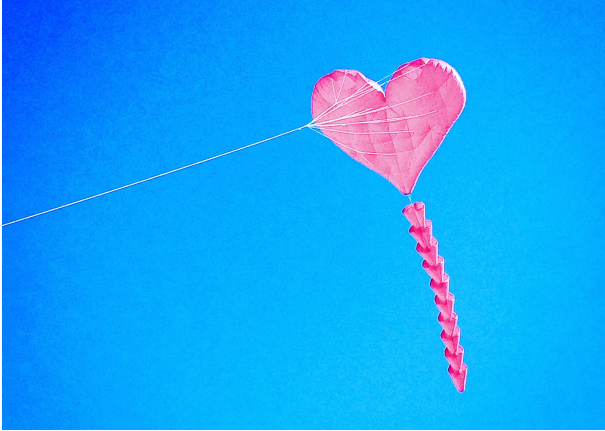
Celebrating the beauty in people, projects and places

content maven

Shaping features that inspire and engage audiences

commercial drive

Business acumen to drive new initiatives and revenue streams



3 editorial heartbeat
A bit of background that remains in the foreground

4 features writer
Versatile writer with a long line of published articles in magazines and online media



5 cross-channel content
Expertise honed at ABC TV, Sydney Opera House and telecommunications companies



6 city-centricity
Plugged into Sydney's and Melbourne's best in arts, culture, architecture, design, life and style

7 creative consultant
Creative media consultant at Vivid Sydney and agencies with high calibre cultural connections

MORE THAN WORDS...

editorial heartbeat

A love of magazines led Freya to Italy in 1996 where she teamed up with photographer Giovanni Pirajno. Their photojournalistic features were published in the magazine supplements of Italian newspapers. On returning to Australia in 1998, Freya's features were published in Vogue Entertaining & Travel and Weekends for Two.

Professionally, Freya cut her teeth at Hardie Grant magazines working on custom publications including The Food Lover's Guide to the Great Ocean Road, LOOK Magazine for The Art Gallery of NSW, BusinessWise for Yellow Pages and Entertainment in flight magazine. This invaluable experience schooled her in the art of editorial planning, commissioning, content development, magazine flat plans and layouts, cover design, photo shoots and the print production process.

Having a skill-set developed through broad based exposure to magazine production gives you a content creator who is confident with both print and online publishing processes and adept at developing editorial excellence.

This insider's appreciation of the synergy between editorial and design as well as the business of publishing has stayed with Freya. All the more reason to focus on what's happening in the content arena.



PEN READY...

features writer

From 1998 to now, freelance writing has been Freya's moonlight metier. As a creative outlet, it gave her the chance to explore the talent and inner workings within architecture, design, culture, the arts and travel.

There are a number of joys that make features writing so worthwhile. The first is being invited to explore a diverse array of projects and subjects. The second is interviewing creative and talented people to share their stories with a far broader audience than they might reach themselves. Third is working with editors to bring words and imagery together in a layouts that make the features both must-reads and memorable.

You'll find Freya's by-line in Vogue Entertaining and Travel, Vogue Living, Monument, Houses, Artichoke, (inside) Interior Review and Design Quarterly as well as online outlets ArchitectureAU.com, Australian Design Review and Officeionado for Charterbuild. She has also contributed to books such as Terrace House: Reimagined for the Australian Way of Life and Pulse Night+Day Travel Guides for Greenline Publications. Recently, Freya was commissioned to write the commemorative book on 8 Chifley - Mirvac's premium office tower by Rogers Stirk Harbour and Partners with Lippmann Associates.

Bringing this expertise to your business means you have an interviewer and pen-ready writer who can bring out the best in people to create compelling feature content that translates across magazines, online sites and social media.



THE MEDIUM AND THE MESSAGE

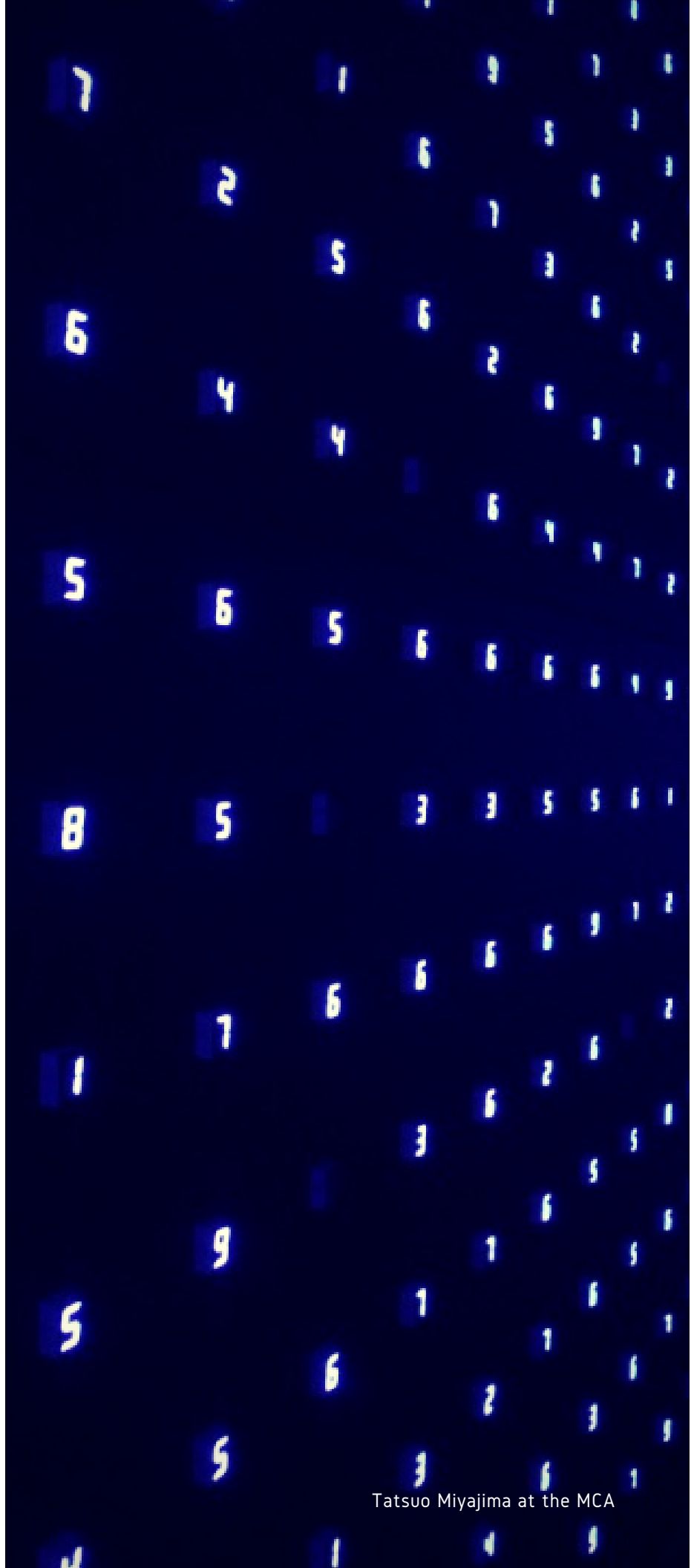
creative content

A leap into digital content defined Freya's career. Being offered an editorial role at youth entertainment portal Scape.com introduced her to the immediacy of online content development. It ultimately led to grant funding for a multi-channel TV and online series for ABC TV's FLY TV. Two seasons of Freya's digital arts series were commissioned by the ABC and co-funded by The Australia Council for the Arts. Pixelvision showcased the creative endeavours of animators, game developers, film visual effects specialists, music video makers, multimedia artists in short-form TV segments with extended online content.

Freya drew on this experience in her role as Digital Content Manager at Sydney Opera House where she oversaw production of all video content and distribution partnerships as well as collaborated on major interactive projects. Strategic and commercial prowess were also essential to her success in content strategy roles at Optus, AOL and Telstra Media.

Working with such high profile entities as the ABC and Sydney Opera House required creative drive, business acumen and brand advocacy as well as absolute dedication to house style and editorial standards.

This deep understanding for content enrichment, distribution and consumption across multiple channels is an asset freya brings to any client and their business.



SWITCHING STREAMS...

media consultant


If life is all about embracing change and exploring opportunities... let's go!

At a certain point, Freya found it impossible to ignore a love of the snow. Moving to the mountains gave her a chance to make dreams a reality. Ski instructor - tick. Content consultant - tick. Alpine arts project - in development.

Being open to flexible consulting roles was essential to making this transition a success. From 2012-2018, Freya was engaged by Destination NSW as a creative media consultant on Vivid Sydney. In her roles, she has been instrumental in growing the media interest and audience involvement in Australia's biggest celebration of the creative industries and its talent.

Freya secured invaluable editorial coverage across mainstream and creative media outlets, and orchestrated interviews with artists and thought-leaders such as David Shrigley, Candy Chang, Johnny Cupcakes, Matthew Weiner, Monocle's Tyler Brulé, Unworthy's Sara Critchfield and many other game changers. Collaborating with curators and the Vivid team has also given Freya a first-hand involvement in content strategy, content production and editing and awards submission writing.

Beyond Vivid, Freya works with leading arts and events organisations including Sydney Design Festival, Good Design Awards, Sydney Architecture Festival, Liveworks Festival of Experimental Art, the Australian National Maritime Museum, SMC Conferences and Events and more.



Celebrating the beauty in people,
projects and places

Incidental artwork by
Rowena Martinich



ready for
our next
creative
adventures

READY TO EXPLORE...

relevant links

A selection of work. Enjoy.

The Loop

Digital content strategist profile with a selection of branded video content produced for Sydney Opera House

<https://www.theloop.com.au/FreyaLombardo/portfolio/Strategist-Planner/Sydney>

The Loop

Features writer profile with a selection of articles published in consumer and custom magazines.

<https://www.theloop.com.au/Freya-FeaturesWriter/portfolio/Journalist/Sydney>

MediaContentAgency

Director

www.mediacontentagency.com

ArchitectureAU.com

Contributor profile with a selection of feature articles from Houses, Artichoke and Architecture Australia.

<http://architectureau.com/contributors/Lombardo-Freya/>

Linkedin.com profile

<https://www.linkedin.com/in/freyalombardodigitalmedia>



Sydney Opera House illuminated during Vivid Sydney