

# Greg Tingle

Founder, Director and Producer at Media Man News

greg@mediaman.com.au

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## Summary

Has worked on and created some of Australia's most successful and well known media and publicity campaigns.

Spans PR, Online, Sales, Marketing, Sponsorships and Events on all levels.

Areas include: convergent media, subscriber and terrestrial TV, gaming, mobile telephony, social and community, affiliate programs, portal development, casino news and content, professional sports, fashion, health and lifestyle, travel, tourism, eco tourism, mind, body and spirit, investment, political and environment.

Creation and ongoing development of Media Man Australia.

## Specialties

Positive media attention for associates and clients.

TV, Radio, Newspapers, Magazines, Internet and Events.

Branding, sponsorships, online awareness and media placement, product placement, project management, investment, government liaison.

Online portal and online casino development and promotion.

Matching up big business and worthy causes.

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## Experience

### **Founder, Director and Producer at Media Man TV**

November 2010 - Present (9 months)

- Management Of Production

- Concept

- Promotions

- Presenting

- Sales and Marketing

- Online

- Government and Community Consultation

- Location Scouting

- Talent Scouting

- Raise funds and investment dollars for film and TV projects

## **Founder, Director and Producer at Media Man News**

January 2010 - Present (1 year 7 months)

- Founder of Media Man News
- Concept To Launch To Management
- Identify news stories
- Business strategy
- Project management
- b2b identification and management
- Media accreditation
- Website portal development
- Education and Training
- Government Liaison

## **Special Project - Affiliate Program Partner at Special Project - Affiliate Program Partner at PartyGaming**

November 2008 - Present (2 years 9 months)

Special Project - Affiliate Program Partner at PartyGaming, AffClub and PartyPartners.

## **Founder and Director at Media Man**

January 2008 - Present (3 years 7 months)

- Manage the Media Man and Casino News Media business
- Create and roll out news media, publicity and online campaigns
- Media liaison
- Portal development
- Secure strategic clients, partners, advertisers and sponsors
- Develop and manage news stories
- Client and personality management
- Track and report on industry trends
- Raise funds and investment dollars for film and TV projects

*4 recommendations available upon request*

## **Special Project (PR) Live Earth (Pittwater) and Pittwater High School Solar Power Station at Live Earth (Pittwater) and Pittwater High School Solar Power Station Project**

October 2007 - Present (3 years 10 months)

Media and publicity for Live Earth (Pittwater region), Climate Action (Pittwater) and Pittwater High School Solar Power Station project. Media strategy (traditional and online), planning, execution and follow up. Generated strong media interest (local and national), leading to international interest. Campaigned for Githabul people school to become the Indigenous sister school for Pittwater High School in relation to eco initiatives. Network people with media and suitable corporates. Maintain media and corporate interest in ongoing developments.

*3 recommendations available upon request*

## **Special Project - Affiliate Program Partner at Virgin Games**

January 2007 - Present (4 years 7 months)

Online affiliate partner program. Online advertising and exposure of Virgin Games, including Virgin Casino, via Media Man Australia company website. Online sales award winner for Virgin Games - Virgin Casino (March 2008). Combined traditional online advertising, exposure, news media and affiliate programme, coupled with publicity photos for maximum effect.

*1 recommendation available upon request*

**Media and Communications Director at The Film Factory**

January 2005 - Present (6 years 7 months)

Media and Communications Director

News story identification

Publicity stunts

Media pitch

Interviews

Project management

Sponsorship

Government and Community consultation

Online business

**Director at Media Man International**

January 2002 - Present (9 years 7 months)

Director of a media and publicity company

Create and impliment media and PR campaigns

Develop sales and marketing campaigns

Manage and promote clients on a national and international basis

Day to day running of the business

Deligate tasks to associates

Online strategy

Project management

Brand development and expansion

Raise funds and investment dollars for film and TV projects

*11 recommendations available upon request*

**National and Intenational Media and PR Director at Greenfest**

June 2008 - October 2008 (5 months)

Responsible for national and international media and publicity, across all mediums. Advisor of talent, media strategy, new business opportunities, internet and social networking website growth and strategy, press release distribution and overall media awareness.

**Special Project at Australian Geographic Society**

October 2007 - February 2008 (5 months)

Compiling accreditation course and materials.

**Sales and Advertising Representative at Fairfax - The Sydney Morning Herald**

September 2001 - December 2001 (4 months)

Sell advertising space in Drive section of The Sydney Morning Herald and The Age

Manage portfolio of clients

Grow client base and provide reports

**Business Solutions Manager at Telstra**

March 1999 - August 2001 (2 years 6 months)

Manage and grow a portfolio of 200 plus clients / 3 million dollars plus revenue p.a

Sell and promote Telstra product suite

Project manage

**Account Manager at Optus**

January 1996 - January 2000 (4 years 1 month)

Account Management and Business Development

*1 recommendation available upon request*

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Education

**Petersham TAFE**

Cert III, News Media and Journalism, 2001 - 2002

**Activities and Societies:** National Press Club, Media, Entertainment & Arts Alliance, Maroubra Chamber of Commerce, Climate Movement

**NEIS Bondi Junction**

Certificate IV in Small Business, Small Business, Communication, Accounting, 2000 - 2001

**Activities and Societies:** Media pitch, sales and marketing strategy, new media design and development

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## Honors and Awards

Former Optus and Telstra "Salesperson Of The Month"

Hitwise Australia "top ten" websites for self and clients (2005 - 2009)

Hitwise Australia "top ten" website (April - June 2008)

Hitwise Australia "top ten" website (July - Sept 2008)

Hitwise Australia "top ten" website (Oct - Dec 2008)

Hitwise Australia "top ten" website (Jan - June 2009)

Hitwise Australia "top ten" website (July - Dec 2009)

Australian Army Reserve - Most Improved Recruit

Virgin Casino Best Improved Affiliate competition - March 2008

Virgin Unite - Bronze Status Award - May 2008

Virgin Unite - Top Recruiter Of The Month - Virgin Unite Hall Of Fame - June 2008

Virgin Unite - Hall Of Fame - October 2008

CAP Down Under - chair - November 2008

Ernst and Young Australia's Greatest Entrepreneurs shortlist - 2008

Google "Best Of The Web"

## Interests

media, entertainment, technology, people, travel, surfing, swimming, movies, environment, aviation, gaming, casinos, community, beach, learning new things

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## 20 people have recommended Greg

"I would have to say that working with Greg Tingle and Media Man is an absolute pleasure. Greg is an extremely enthusiastic affiliate who puts in the hard work and yes we are starting to see some excellent results her at Party Gaming. Greg and I work very closely and liaise on a regular basis analyzing his stats, ongoing media campaigns and any other necessary updates that should be noted. Greg is constantly switched on and definitely has his finger on the pulse. I believe the sky's the limit for Greg Tingle and Media Man Australia and with my expertise and Greg's hard work we are ready to take Media Man Australia to the next level. Greg, Party Gaming thanks you for all of you support and hard work and I look forward to working with you for many years to come. Davin Jacobson; Affiliate Manager- I/Global Media/Party Gaming"

— **Davin Jacobson**, *Affiliate Sales Manager @ I- Global Media, Party Gaming*, was a consultant or contractor to Greg at Media Man Australia

"Greg Tingle's enthusiasm, proactivity, and spot-on instincts set his promotional work apart from the crowd. His tremendous dedication to his clients and to the industry in which he works is a great asset to the international online business community."

— **Nathan Denny**, *Senior Copywriter, Affiliate Media, Inc.*, was with another company when working with Greg at Media Man Australia

"Greg is very ambitious and does a great job in promoting PartyGaming and Party brands in the Australian / Asia Pacific region. I have been working with Greg for a couple of months and see growing revenues every month. I am confident that Greg will be a important partner in our growth in the Australian / Asia Pacific region."

— **Nicklas Zajdel**, *Affiliate Manager, IGlobal Media Israel (PartyGaming)*, was a consultant or contractor to Greg at Media Man Australia

"Greg Tingle is a media analyst, publicist and community entrepreneur of the highest calibre. From news media planning and execution, through to casino news media coverage, and community involvement, Greg and this team with get your message known nationally and internationally via a range of media platforms. Highly recommended"

— **Sara Varela**, *MD, Sara Waller Consulting*, was with another company when working with Greg at Media Man Australia

"Greg Tingle is articulate, highly motivated, well connected and pleasure to work with on any level. His advice is of a high quality as is his body of work. I can highly recommend Greg Tingle as a journalist and media coordinator."

— **Vanessa Pearce**, *Dir. of Research Sydney Chapter., Sea Shepherd Conservation Society.*, was with another company when working with Greg at Live Earth (Pittwater) and Pittwater High School Solar Power Station Project

"Greg Tingle is an enthusiastic, sincere person who I'm very grateful I met at the Live Earth day about 1 year ago at The Newport Arms. He has been an inspiration & a powerhouse in his passionate concern for the environment as he fights the imminent catastrophe of Global Warming. He has been a real workhorse in his dedication to see Pittwater High School become a solar power station. What an assistant he has been to me especially with his many contacts in the media & his rare ability to search out information & contacts etc & follow it unswervingly through to completion. Thanks Greg. A pleasure to work with you especially as I know you're bent on success as I am!!!"

— **Bill Holland**, *Dr, Vermigold*, was with another company when working with Greg at Live Earth (Pittwater) and Pittwater High School Solar Power Station Project

"Greg is an excellent communicator with boundless passion and energy for the projects and causes that he believes in. His ability to get his head around complex issues and his readiness to accept advice and counsel from experts in the field and apply that to the task at hand is impressive. He is a classic "connector" between inspired ideas and people and the resources required to get the job done."

— **Tim Hanlin**, *Managing Director, Australian Climate Exchange Ltd*, was with another company when working with Greg at Live Earth (Pittwater) and Pittwater High School Solar Power Station Project

"Greg started promoting our online products a few years ago, and I'm happy to say that this has been a rewarding and fruitful partnership ever since. Greg is a very driven, motivated and enthusiastic individual, and a pleasure to work with. Highly recommended :)"

— **Pierrick Leveque**, was Greg's client

"Was it Winston Churchill or Greg Tingle who first said: "Never, Ever, Ever Give up!" You want passion? Call Greg. You'll get passion. And then some."

— **Brett Clements**, was Greg's client

"Greg is one of the most passionate PR people I know. We worked together on a pilot for a series called H'it! which was to see a group of young creatives work and live together in a 'production house' producing new age content for 12 weeks. Greg was going to be one of the judges. He is also an expert in getting your Company name high up on the search lists."

— **Brett Clements**, was Greg's client

"Greg is a good, hard working media publicist who gets results."

— **Richard Bradley**, was Greg's client

"Greg is a legend in the media industry. A true thought leader in his field of media relations - his infectious energy is impossible to resist. If you're trying to get your message out to a massive audience - get Greg on your team. There isn't anyone else like Greg!"

— **Vicki Prout**, *Owner, High Profile Executive Media & High Profile Events*, worked directly with Greg at Media Man Australia

"Greg always has his finger on the pulse when it comes to the media and knows how to get a message to the masses. He is tireless in his efforts and attains results."

— **Lin Sutherland**, was Greg's client

"Greg Tingle is ahead of his game and is well recognised as one of the best journalists in Australia. His name is no stranger to the media world such as magazines, newspapers and television because of his high calibre profile as being sophisticated and very professional!"

— **Rhys O'Connell**, *Owner, ROC PRESENTS*, reported to Greg at Media Man Australia

"Greg is a well connected, industrious media man...if you need help with the media, Greg can do it!"

— **Glen Rothquel**, *Managing Director, Capital 4 Business*, was with another company when working with Greg at Media Man Australia

"Greg is a legend in the media industry. A true thought leader in his field of media relations - his infectious energy is impossible to resist. If you're trying to get your message out to a massive audience - get Greg on your team. There isn't anyone else like Greg!"

— **Craig Rispin | Futurist & Innovation Expert**, was Greg's client

"Greg is extremely capable and passionate about what he does. He has a unbeatable work ethic and I would recommend him to anyone looking for a PR person who will go way beyond what is expected."

— **Kevin James**, was Greg's client

"Greg knows this industry inside and out and excels at matching people power with the right opportunities. His media campaigns are always spot on."

— **Jac Bowie**, was Greg's client



"Great trustworthy guy, highly recommended"

— **Steve Cooke**, *Manager, St Andrews Golf Vacations*, worked directly with Greg at Media Man Australia

"Greg was one the top sales performers at Optus and worked extremely hard to reach his targets and was a good source of information to other team members"

— **Shane Boland**, *Sales, AAPT*, worked directly with Greg at Optus

[Contact Greg on LinkedIn](#)