



LYNDEL MOLLOY BIO

Lyndel's first publicity role was within the marketing department of 20th Century Fox Films. Her responsibilities included managing Australian Film Premieres and international talent tours including visits to Australia by Mel Gibson, Christian Slater, Nicole Kidman, Danny de Vito and Denzel Washington to name a few.

Lyndel then moved into the role of Publicist at Star City, Australia's most exciting and diverse entertainment destination. Managing the publicity for the 5-star hotel, food and beverage outlets together with the 900 seat Showroom and the 2,000 seat Andrew Lloyd Webber Lyric Theatre.

Moving on from Star City, Lyndel worked as a Senior Publicist & Account Director at Bruce Pollack Publicity, one of Australia's leading marketing, publicity and promotions companies specialising in campaigns for clients in the arts and entertainment field. Responsibilities included creating and implementing strategic marketing campaigns for several of Australia's leading entertainment producers and promoters. Shows included Cabaret, The Man from Snowy River Arena Spectacular, Long Way to the Top, Cirque de Soleil, Shout! The Legend of the Wild One, Walt Disney's World on Ice and Barbra Streisand.

The retirement of Bruce Pollack and subsequent closure of his agency saw Lyndel in a Publicity Manager role at The ARC Factory, a marketing and brand management company specialising in fashion, beauty and lifestyle products. Clients included John Frieda, Puma, Levi's, Bonds, Just Jeans, Love Kylie, L'Oreal Melbourne Fashion Festival, Holeproof and Berlei.

Lyndel established Fresh Communications & Events in 2003.