



Nicole Bardsley
Director of Brand & Communications
Virgin Mobile Australia

Nicole is our globetrotting brand guru. She's an advocate for our heritage with a vision for our future and a passion for exploring all corners of the world. As Director of Brand and Communications she inspires a team of creative marcomms professionals to produce fresh work that cuts through the clutter and gets our message heard loud and clear. Starting her career in print advertising for David Jones, followed by stints working in the UK and travelling widely,

Nicole joined FOXTEL in 2006 and was a key player in their hugely successful EOFYS campaign. Working at FOXTEL came with the added perk of meeting Hugh Jackman - tough. Joining Virgin Mobile in 2012, her first major campaign with us (Fair Go Bro) also happened to be our most successful of all time! Coincidence? You decide. When she's not leading her team to create award-winning work, Nicole can be found climbing Everest Base Camp, practising downwards dog pose in a yoga studio or developing her photography skills.