

I am an experienced Senior Hybrid Advertising Creative with a track record of success in campaign development and branding. I have over 9 years of experience in crafting compelling narratives and delivering results in Singapore as well as the SE Asia market. I thrive in fast-paced environments and look forward to making a mark in Calgary.

WORK EXPERIENCE

SB Design Pte Ltd | 2017 - Current

Communications Director

In partnership with an industrial designer, we created brand identities, brand voice behind the products we designed. I would also outsource my services as a creative consultant with advertising agencies in Singapore.

DDB Tribal SG | Senior Copywriter | 2017-2023

I've frequently worked with DDB and their digital arm Tribal for 12-24 month time periods since 2017. Most of their clients are government agencies such as the Ministry of Health, Ministry of Information, Public Utilities Board and such. Aside from this, I've worked on multiple campaigns for their main commercial client DBS Bank.

Les Maise Pte Ltd | Head of Copy | 2022-2023

Led campaigns for Burger King, producing three high-impact campaigns with sold-out product each month. Recognized for the 'Cheesemas in the Metaverse' campaign, shortlisted for the Markies.

VCCP Singapore | Mid-weight Copywriter | 2021

At VCCP, I worked on everything from B2B collaterals to internal communications to the board for their main client, Shell.

Dentsu | Mid-weight Copywriter | 2018-2019

Reporting to the ACD, I've worked on regional campaigns for Prudential and Canon. Locally, M1 (telco) and Nutrisoy (FnB) were the brands I was assigned to manage.

Grey Group Singapore | 2016 - 2017

Junior Hybrid Creative

Helped ideate, write and art direct global and regional assets for Pantene & Gillette campaigns. Additionally, I published fun, digital experiences for Tic Tac, Nutella and Ferrero Rocher.

Style Tribute | 2016 - 2017

Creative Lead

Working closely with the founder and CEO, my first job out of college was to help establish this second-hand luxury marketplace to be the destination for all Singaporeans looking for a good bargain. I was in charge of re-branding their website, creating their mobile app and photographing their inventory.

INTERNSHIPS:

Sapient Nitro, Singapore - Art Intern - 2014

Tofu Design, Singapore - Hybrid Creative Intern - 2012

Ogilvy Bangalore, India - Copy Intern - 2011

The Press Room, Singapore - Art Intern - 2010

Mandara

SENIOR HYBRID ADVERTISING CREATIVE

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EDUCATION

Bachelor of Arts in Design Communication (BA Hons)

Lasalle College of the Arts, Singapore, 2014

ISC Science

Mallya Aditi International School, Bangalore, India, 2010

HIGHLIGHTS

Successfully crowdfunded the world's first flat-pack light on Kickstarter in just seven days.

Founded a lifestyle brand for urban nomads that went onto launch 3 disruptive products; MaNa Pte Ltd.

Designed and planned a pitch deck that went on to win a 1 Million SGD cash prize at a VC competition while working at StyleTribute.

Launched a teen angst english pop album when I was 17.

SKILLS

Public Speaking | Writing | Songwriting | Video Editing | Singing | Voice Over Recordings | Photoshop | Illustrator | Basic HTML

REFERENCES

Neil Johnson | CCO, DDB SG

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Dawn Yang | ACD, DDB Tribal SG

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Jennifer Berryman | ACD, Les Maise

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