

## ACHIEVEMENTS

- Current** Aligning the creative campaign for the local and regional markets for Sanofi and Johnson & Johnson vision
- 2019** Key creative person to establish the brand presence for Verita Life Cancer Clinic for 3 different markets Mexico, Germany and Thailand. Results of the campaigns created have an increase of at least 20% organic traffic from social media platform on \$0 budget
- 2018** Establishing SC Johnson brand presence for its new markets namely Korea and Japan  
Created first prototype for a mobile projector for Pocky Japan
- 2016** Won pitch for ParkMall Singapore BTL and ATL campaign
- 2015** Won pitch for MOH Seniors Package campaign for GS50  
Retain pitch for Singapore Army account
- 2014** Won Gold Award for Marketing Award "DIE DIE MUST SAY" campaign  
Won pitch for Orchard Central GSS campaign  
Shorlisted finalist for Markies for LIEN Foundation  
Shorlisted finalist for SPH iink Awards for LIEN Foundation
- 2013** Won Gold Award for SPH iink Awards for LIEN Foundation (Chinese Category)  
Won Silver Award for SPH iink Awards for LIEN Foundation (English Category)  
Won pitch for Paperone account (regional)
- 2012** Won pitch for VivoCity account  
Won pitch for Singapore Airshow account
- 2011** Won pitch for TRXBUILD (Subsidiary of ST Kinetics)  
APAC account
- 2010** Won pitch for San Benedetto account  
Won pitch for The Glenlivet on-trade account  
Won pitch for Absolut on-trade account
- 2009** Won pitch for Lexus BTL collaterals  
Won pitch for Jobel luxury yachts account  
Won pitch for Asiamalls BTL and ATL account
- 2008** Won pitch for Chivas Regal "Chivas Chivalry" account  
Won pitch for STA(Singapore Transport Authority) account  
Won pitch for White Sands Asiamalls ATL and BTL account

## WORK EXPERIENCE

- 2022 – Current** **Mccann Health Singapore, Senior Art Director (Fulltime)**  
– worked on healthcare brands such Pfizer, GSK, Sanofi Johnson & Johnson Vision and Takeda from conceptualisation to design
- 2021 – 2022** **Freelance/Contract, Senior Art Director**  
–working with agencies such as BBH, Hogarth, Wunderman Thompson,
- 2019 – 2021** **Verita Healthcare Group, Global Senior Creative (Fulltime)**  
– worked on social media, websites, videos and other marketing collaterals for Mexico, Germany and Thailand markets
- 2018** **JWT, Senior Art Director (Freelance)**  
– worked on HSBC, Listerine accounts for Social media, Social Experiment videos and print global campaigns
- DDB, Senior Art Director (Freelance)**  
– worked on SC Johnson account for (Korea, Japan and India)
- Hukuhodo Singapore, Senior Art Director (Freelance)**  
– worked on Toshiba, Biore, Pocky (APAC account) and Best Denki
- 2016** **JWT Singapore, Senior Art Director (Freelance)**  
– pitched on new business and worked on brands such as Changi Airport, HSBC, HPB and F&N
- Saatchi & Saatchi Singapore, Senior Art Director (freelance)**  
– working on a global FMCG brand that targets to regional markets from print to digital to TVC
- 2012 – 2015** **Mandate Advertising, Senior Art Director (Fulltime)**  
– direct photoshoot, meet clients for presentation, pitch for new businesses, working closely with interactive team on interactive ideas
- 2008 – 2011** **Jaab, Senior Art Director (Fulltime)**  
– Key creative handling Chivas Regal, Absolut Vodka and Carl's Jr accounts, direct photoshoot, TVC and corporate videos pitch for new business on 360 brand campaigns

## Referees

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