

2020 REGIONAL ECD / HEAD OF CREATIVE APAC VAYNERMEDIA

Was headhunted, hired by Gary Vaynerchuck and brought in to build the team for APAC. Won three new pieces of business. Built a team from zero staff to 45 staff now for APAC.

2018 SENIOR VICE PRESIDENT OF CREATIVE GO-JEK INDONESIA

Heading the emotional intelligence department of Indonesia's first decacorn. Leading a 120 member department called Creative Labs, in charge of creative work, digital, social media, content, events, activation and in app content powered by data. Dealing with regional expansion and working with external agencies to support us. We were awarded the 3rd most Creative Agency and Best Media Agency in Indonesia within 8 months of building the department. The best part is we are not really an agency.

2016 EXECUTIVE CREATIVE DIRECTOR BBDO MALAYSIA

Took up the challenge to run the hottest agency in Malaysia. A popular agency that lost it's biggest clients and close to all of it's staff. A challenging rebuilding project. Grew the team from a 4 man creative team to 56 in the department in two years. Picked up a Bronze at AdStars Korea and A Silver and Bronze at Spikes Asia for our Visa Magic Beep Film. Ended 2017 with A Bronze as Creative Agency of the Year in the Campaign AOTY awards.

2012 - 2016 GROUP EXECUTIVE CREATIVE DIRECTOR TBWA GROUP MALAYSIA

Was promoted to Group ECD after holding a Creative Director position in it's sister company Creative Juice KL for two years. Played a key part in helping the group become Malaysia's number one agency in several shows. Lead and won two pitches for TBWA Group in Singapore. Grew the digital capabilities for TBWA GROUP MALAYSIA. Grew the team from a 10 man creative unit to what it is now, heading up nearly 50 creatives in the agency and uniting the creative department of the group into one big unit.

EFFIES MALAYSIA 2012 - GOLD
EFFIES MALAYSIA 2012 - SILVER
EFFIES MALAYSIA 2013 - BRONZE
EFFIES MALAYSIA 2014 - BRONZE
ADFEST - PRINT 2013 - BRONZE
ADFEST - DIRECT 2014 - BRONZE

KANCILS - AGENCY OF THE YEAR 2013
CAMPAIGN - GOLD CREATIVE AGENCY OF THE YEAR 2013
CAMPAIGN - SILVER DIGITAL AGENCY OF THE YEAR 2013
CAMPAIGN BRIEF - AGENCY OF THE YEAR MALAYSIA 2014
SPIKES - BRANDED CONTENT 2015 - SILVER
CANNES LION - BRANDED CONTENT 2015 - SILVER



Things you might not want to know about me

- I USED TO SING IN HOTEL LOUNGES
- I DO A KILLER BOHEMIAN RHAPSODY RENDITION
- I AM STILL TRYING TO RELIVE MY GLORY DAYS OF ROCKING BY PLAYING IN A COVER BAND
- I USED TO ILLUSTRATE AND DESIGN CHARACTERS FOR A START UP GAME COMPANY IN 2000

It's OK to blow your own horns if it's your resume

MOST OF THESE JOBS WERE DONE WITH MY TEAM. CREDIT GOES TO THOSE WHO WORKED ON IT MORE THAN ME WHO GUIDED THEM

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| ANAK BANGSA BISA
https://youtu.be/CmikfsiXH7E | VILLAGE WATER
https://youtu.be/RyU2WMb1LGk | HAPPIEST MEAL
https://youtu.be/_9CCd5LIM1M | EVEREADY BOOK OF PLAY
https://youtu.be/71oqlV a8lcQ | EXPEDIA VACATIONIZER
https://youtu.be/uyr2YDPU9dg |
| GO INTERNATIONAL
https://youtu.be/mChBpKVX7Xg | THE CURIOUS KID
https://youtu.be/HhP6tMCgJ-0 | VISA MAGIC BEEP
https://youtu.be/CjP3LsnWEdc | MERC MASTERPIECE
https://youtu.be/VtdvTV1zVs8 | MERC INSTADRIVE
https://youtu.be/mwnsYXiZzjE |