

VJ ANAND

A digital native who ended up embracing every other medium. A new age creative who jumped over to the social media specialist who knows how to do work that creates buzz with a huge understanding on creating branded content. vjanand.com

2018 SENIOR VICE PRESIDENT OF CREATIVE GO-JEK INDONESIA

Heading the internal agency of Indonesia's first unicorn startup. Leading a 86 member department called Creative Labs, in charge of creative work, digital, social media, content, events, activation and media. Dealing with regional launches and working with external agencies to support us.

2016 EXECUTIVE CREATIVE DIRECTOR BBDO MALAYSIA

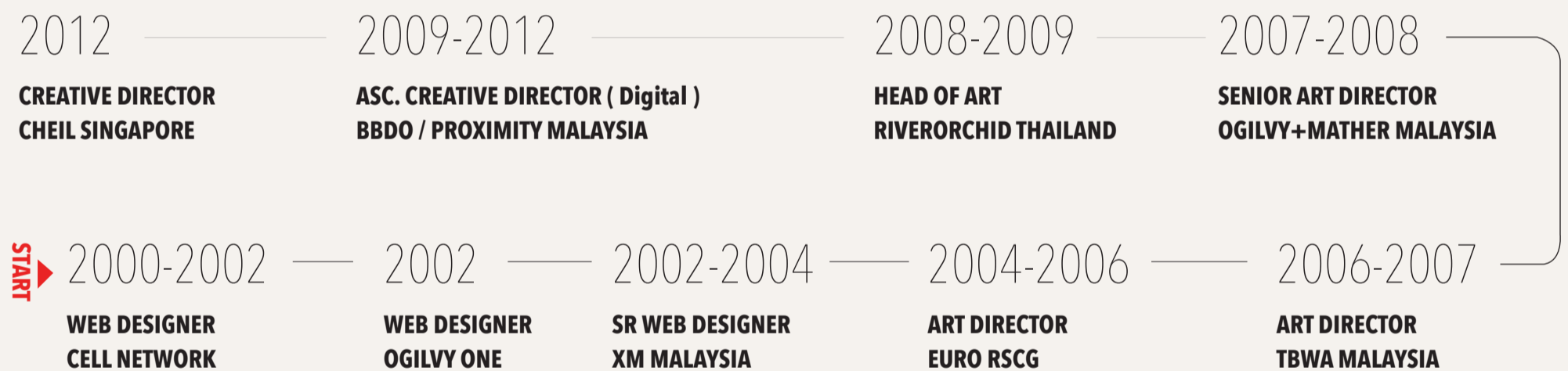
Took up the challenge to run the hottest agency in Malaysia. A popular agency that lost it's biggest clients and close to all of it's staff. A challenging rebuilding project. Grew the team from a 4 man creative team to 56 in the department in two years. Picked up a Bronze at AdStars Korea and A Silver 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
JURY DUTY
KANCILS 2013 - Digital
KANCILS 2013 - Student Charmain
KANCILS 2014 - Digital

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
ADFEST 2014 - Digital
ANDY's 2015 - Preliminary Round Judge
ADSTAR's 2015 - Preliminary Round Judge



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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| VILLAGE WATER https://youtu.be/RyU2Wmb1LGk | HAPPIEST MEAL https://youtu.be/_9CCd5LIM1M | EVEREADY BOOK OF PLAY https://youtu.be/71oqIVa8lcQ | SAFE TRACKS https://youtu.be/e/ZMK7B7doti0 | EXPEDIA VACATIONIZER https://youtu.be/uyr2YDPU9dg |
| NEW CLLBR8 https://youtu.be/OI7yO8d1s-I | NEW THE CURIOUS KID https://youtu.be/HhP6tMCgJ-0 | NEW VISA MAGIC BEEP https://youtu.be/CjP3LsnWEdc | NEW MERC MASTERPIECE https://youtu.be/VtdvTV1zVs8 | NEW MERC INSTADRIVE https://youtu.be/mwnsYXiZzjE |