

Contact details **Address** » 29 Covent Lane, Oakland, CA 94608
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Career objective To create award-winning ideas that yield accountable results.

Work experience

Oct 2000 – Present

AGENCY.COM, San Francisco

Associate Creative Director » interactive (Sep 2006 – present)

Senior Copywriter » online advertising/web (Oct 2000 – Sep 2006)

Currently working on campaigns for **Ask.com** and **eBay**. I've worked on projects for clients like **Lexus, adidas golf, PayPal, KUMHO tires, Miller, Visa USA, IndyMac Bank, BrownCo** (now e*trade), **Discovery Networks, British Airways, Starwood, WeightWatchers, AARP, 20th Century Fox, Sears, Chicago Board Options Exchange (CBOE) & Wells Fargo Bank**. Projects employ a variety of online tactics, including e-mail marketing, search engine marketing and optimization, highly targeted creative buys, extensive rich media executions and exploration of interactive innovations. Won several awards for eBay's "it" online campaign and Miller's "Taste Loss" interactive campaign.

Jan 1998 – Oct 2000

Asatsu, Malaysia

Copywriter » advertising

Worked on **Pioneer** (consumer electronics), **Minolta** (copiers, laser printers and cameras) and pitched for dotcom projects (localized search engine and short messaging technologies) involving brand strategies, e-business planning, conceptualizing and site architecture. Crafted and produced above- and below-the-line campaigns for **Dumex** Growing Up Milk and **Sony**. Set up the framework and architecture for Gen-A (Generation Audio) Virtual Commune, an online community for generation-x Sony consumers in Malaysia.

May 1997 – Nov 1997

Batey Ads, Malaysia

Copywriter » advertising

Worked on accounts like **British Petroleum (BP), Snickers, M&M's, Thomas Cook** (Traveler's Checks), **Hewlett Packard** (Printers), **Mega TV** (Cable TV station), **HSBC** (Bank), **Simpson** (Washer and Refrigerator), **China Press** (Newspaper), **Senheng Electric** (Electrical Chain Store). Participated in pitches for Mega TV, Simpson, Senheng, Suntory Restaurant KL, TM Touch, Next Cars and Par Paints.

Nov 1996 – May 1997

J Walter Thompson Dialog, Malaysia

Copywriter » advertising & direct marketing

Conceptualizing and copywriting for clients like **Arab-Malaysian Bank** and **Dynasty Hotel**. Also pitched for Laketown Resorts and Matsushita (Consumer Electronics). Part of interactive advertising team that helped clients incorporate new media to maximize the effectiveness of their advertising through Total Branding.

Sep 1995 – Nov 1996

J Walter Thompson Dialog, Singapore

Junior Copywriter » direct marketing & interactive

Produced concepts and copy for clients like **Citibank** Card Payment Products and Global Banking Unit, **Cigna** (Insurance), **Digital** (Computers & Servers), **TNT Express** (Courier), **Tiger Beer** (Beverage), **JD Edwards** (Enterprise Software), **Singapore Telecom** (Telco). Helped conceptualize, strategize, design and write for Citibank Singapore and Singapore Telecom website. Pioneering interactive team specializing in new media projects. Part of the team that won a bronze award in the Direct Marketers Association Award for Citibank Creative Getaways Campaign. Attended JWT's Total Branding workshop, which was implemented to build better integration across all communication disciplines.

Nov 1993 – Feb 1994

FCB, Malaysia

Trainee Copywriter » advertising

Produced copy for corporate brochures and promotional events. Participated in a business pitch for **EON** (Malaysian National Automobile Distributor) advertising account. Worked closely with Executive Creative Director and art directors on other accounts like **Panasonic** (Consumer Electronics) and existing EON business.

Education

Jan 1992 – Dec 1994

Royal Melbourne Institute of Technology, Victoria, Australia

Bachelor of Arts » Advertising (major: Art Direction)

Capabilities

Discipline

Integrated communication (tv, radio, print, direct marketing, interactive marketing, web development), multi-cultural concepts, typography, design.

Tech

Microsoft Office, Fireworks, Dreamweaver, Freehand, Photoshop, Illustrator, Quark Xpress, browsers (Firefox, Safari, Netscape, IE), advanced Mac user, Windows-literate, working knowledge of HTML, Javascript and Flash. Basic understanding of CGI and PHP. Avid observer of mobile/wireless technology.

Additional info

Language skills

(written) : English, Mandarin, Bahasa Malaysia

(spoken) : English, Mandarin, Cantonese, Hokkien, Bahasa Malaysia