



WAYNE FERNANDES

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Creative Director & Copywriter

With over 15 years of crafting impactful campaigns across South & Southeast Asia, I'm an accomplished Creative Director/Copywriter who is as passionate about big ideas as I am about building collaborative teams. I believe advertising should be a joyride – a strategic blend of creativity and insight that drives results while making audiences smile. I bring a craftsman's dedication to the trade of creativity, fuelled by an insatiable appetite for chasing sharper, fresher perspectives and a knack for translating data into captivating narratives. Whether navigating cultural nuances or fostering amicable partnerships with clients and internal teams alike, I'm on a mission to inject a dose of fun and effectiveness into every project. Let's make some magic together.

CORE COMPETENCIES

- Concept Development & Brainstorming
- Data & Insight Driven Storytelling
- Project Management
- Film & Art Direction Overview
- Team Leadership
- Client Presentation & Management
- Brand Strategy
- Mentorship & Coaching
- Continuous Learning & Adaptability
- Resilience

PROFESSIONAL EXPERIENCE

Everyone Creative Consultancy Pte. Ltd.

Jan 2020 - Present

Creative Director / Freelance Senior Copywriter / Founder

Spearheading a Singapore-based copywriting and marketing consultancy dedicated to driving growth for startups and SMEs across South & Southeast Asia. Delivering bespoke creative communication solutions and crafting copywriting for deliverables across branding, content, digital, social & film media. Providing freelance copywriting consultancy services to brands and agencies in the region to craft impactful campaigns that resonate with audiences and achieve measurable results for clients.

Clients:

URBAN COMPANY, ZELOS WATCHES, RHT LAW, MEIRO CDP, MEDIPHYT, IFEELSMART, IFANOW, MISTMI, ACT,

Agencies:

LEO BURNETT (February 2020 to January 2021 – working on projects with Abbott & GSK)

PRODIGIOUS (March 2021 to May 2023 – working on projects with Mazda, MG Motors, Vicks)

Toaster (June to December 2023 – leading work on multiple projects with Google, YouTube, Bard etc.)

Always JWT Singapore
Head of Copy & Creative Direction

April 2018 - December 2019

Led the creative conceptualisation of brand campaigns, encompassing activation, film, social, and digital deliverables. Collaborated closely with internal teams to develop strategic, insight-driven work that yielded impactful, measurable results. Managed campaign projects from conception to completion, overseeing ideation, 3D modelling, costing, and production. Maintained strong client relationships, delivering engaging presentations and comprehensive status reports to ensure client satisfaction and alignment with campaign goals.

NATIONAL ARTS COUNCIL - 'WORLD WITHOUT ARTS' MICROGIVING CAMPAIGN

Ideated and executed a video & social content strategy highlighting unexpected brand ambassadors of the arts. Crafted campaign content and oversaw on-ground activations using innovations with Google Tilt. The campaign generated over 1.5 million impressions across social channels and more than exceeded the \$1 million target set by NAC well ahead of schedule.

CITROËN – RETAINER / ACROSS-THE-LINE

Orchestrated a comprehensive, cross-channel communications strategy spanning social content, ATL campaigns, dealership ads, car shows and lead generation programs to push to test drives. Concepted and managed engaging on-ground activations like customer retention initiatives and internal brand campaigns.

INTEL – RETAINER / ACROSS-THE-LINE

Spearheaded in-store activation programs across Southeast Asian markets, including dynamic on-ground content, ATL and OOH campaigns, aimed at driving engagement & sales in university education and enrichment programs.

SINGAPORE ART WEEK 2019 CAMPAIGN

Led & won the pitch for the 2019 edition hosted by National Arts Council. Spearheaded campaign strategy and conceptualised the 'Art Takes Over' idea that is still currently in use. Supervised & directed the visual, OOH and activation executions across platforms.

URA DRAFT MASTER PLAN 2019

Led and won the pitch for the 2019 edition of the Draft Master Plan, a prestigious project by the Urban Redevelopment Authority of Singapore. Worked with client & internal teams to plan event strategy and ensure content and deliverables aligned with Singapore's next 5-year development vision. Led copywriting team to craft comprehensive and engaging write-ups that effectively educated event attendees.

Y&R Singapore
Associate Creative Director

April 2016 - October 2017

Provided creative leadership and conceptualized campaigns for key retainer clients alongside a dedicated team. Managed the quality of brand work, ensuring it consistently exceeded expectations and aligned with agency KPIs. Fostered a collaborative environment through regular creative brainstorming with internal teams, guaranteeing on-time project and production delivery. Developed and nurtured strong client relationships, leading presentations and establishing shared brand goals. Led and won several high-profile pitches for major brands providing creative and strategic leadership.

LAND ROVER / JAGUAR – RETAINER / ACROSS-THE-LINE

Conceptualised and managed creative brand output for Land Rover & Jaguar across South-East Asia

on a brand level for social media and through-the-line deliverables, in addition to delivering dealership collaterals. Led the Test-Drive Activation “The Test Drive for Good” that received a merit award at the Spikes Awards 2017.

M1 – RETAINER / ACROSS-THE-LINE

Managed brand strategy and through-the-line communications for M1 Consumer & B2B accounts. Led creative presentations for major campaigns and product launches in addition to managing client relations across levels.

SILKAIR – PITCH WIN + RETAINER / ACROSS-THE-LINE

Spearheaded and won the creative pitch for what was one of the agency’s biggest clients. Managed brand positioning on social channels as well as ATL media. Conceptualised and managed project for the ‘Hi Hiroshima’ influencer activation campaign for new destination launch across social media platforms.

Other clients worked on:

Caltex, TAFEP, Popeyes, The Robinson Group

Famous Innovations Mumbai

December 2013 - April 2016

Creative Director

Led multi-brand creative direction for Raymond (Ready to Wear, Fine Fabrics, and Corporate Communications), fostering a culture of innovation and brand storytelling among creative team. Leveraged extensive agency experience to develop and implement successful brand strategies for clients like Forbes, Piramal Realty, Vadilal, and Miller. Demonstrated leadership in securing new business opportunities, including Wildcraft and Zivame.

Happy Creative Services Bangalore

April 2013 - December 2013

Group Head – Copy

Led a creative team under the leadership of a CD & ECD. Conceptualised and managed projects for Bookmyshow.com, Maiya’s, Sunpure etc.

Taproot Mumbai

October 2010 - April 2013

Senior Copywriter

Contributed to the creative conceptualisation, production, and execution of successful campaigns for prominent brands like Times of India, Mumbai Mirror, Airtel, FOX Channels, Set Wet, DSP Blackrock, and Budweiser Magnum. Collaboratively contributed to winning pitches for the agency.

Law & Kenneth Mumbai

October 2010 - April 2013

Senior Copywriter

Learnt key skills of copywriting and craftsmanship under guidance of Creative Group Heads. Worked extensively on brands like Škoda, Times NOW, Bombay Dyeing, Hyatt Regency and Grand Hyatt Mumbai.

PROFESSIONAL REFERENCES

Raj Kamble - Founder / CCO - Famous Innovations India | raj@famous-india.in
Mithun Mirji - Co-Founder & Creative Head – Kantvam | mmirji@gmail.com
Komal Bedi Sohal - CCO - Saatchi & Saatchi Dubai | komalbsohal@gmail.com
El Matanguihan - Regional Creative Director – Marks SG | el.matanguihan@gmail.com

EDUCATION

Sydenham College of Commerce & Economics, Mumbai | Bachelor of Commerce 2007
National University of Singapore | Digital Marketing Strategy Oct 2022

INTERESTS

Content Creation, Cooking, Mountain Trekking, Cartooning, Douglas Adams, The Lord of the Rings,
Comic Books, Falling Down YouTube Rabbit Holes

AWARDS

LAND ROVER TEST DRIVE FOR GOOD | Spikes Asia 2017 - Merit, Promo & Activation
VADILAL ICE CREAM | Abby Awards 2015 - Bronze, Print Campaign,
Kyoorius Awards 2014 - Blue Elephant
AMAN KI ASHA CRICKET | Abby Awards 2013 - Gold, Integrated
AIRTEL HFZ | Effie Awards 2012 Gold Direct, Gold Integrated
Abby Awards 2012 Silver Direct, Gold Integrated