

WAYNE FERNANDES

Singapore | +65 98564525 | fernandeswayne@gmail.com

waynefernandes.com

Creative Director & Copywriter

Innovative and results-driven Creative Director with 16 years of experience leading impactful campaigns across South and Southeast Asia. A strategic storyteller with a passion for turning insights into captivating narratives, I bring a proven ability to build collaborative teams, foster client relationships, and deliver creative solutions that drive measurable results. With expertise spanning diverse industries, including pharma, FMCG, automotive, and technology - I excel at navigating cultural nuances and delivering campaigns that resonate with audiences while achieving business goals.

CORE COMPETENCIES

- Concept Development & Brainstorming
- Project Management
- Team Leadership
- Client Presentation & Relationship Management
- Brand Strategy
- Mentorship & Coaching

PROFESSIONAL EXPERIENCE

Everyone Creative Consultancy

Jan 2020 - Present

Creative Director / Freelance Senior Copywriter / Founder

Lead creative direction and copywriting for startup brands and small businesses across South & Southeast Asia, delivering impactful campaigns that align with their business objectives. Work with agencies in Singapore on a freelance collaborative basis as a Senior Copywriter/ACD. Specialize in end-to-end creative strategy and execution across pharma, automotive, and tech industries.

Freelance Collaborations with Agencies:

Worked with leading creative agencies for long stints at **GUT, Toaster, Publicis, Ogilvy**, and **Dentsu**, contributing to projects and brand storytelling across platforms. Developing, selling concepts to and liaising with clients and key internal personnel. Worked across major brands such as AB InBev, Google, Standard Chartered, GSK, Abbott, Vicks, Mazda, MG.

Key Projects

GOOGLE PREBUNKING CAMPAIGN FOR INDONESIA

As misinformation surged amidst Indonesia's 2024 election fever, conceptualized a bold, audience-centric campaign empowering individuals to call out hoaxes themselves. Leveraging Indonesia's love for quiz game shows—a familiar and entertaining pop-culture format—the campaign framed misinformation detection as an engaging and interactive activity. This innovative approach not only created awareness but also encouraged proactive participation in combating misinformation, aligning perfectly with Google's mission to promote accurate information and digital literacy.

GOOGLE PROJECT RELATE

Launched in 2018, Project Relate enhances speech recognition for individuals with atypical speech by using custom-trained algorithms tailored to unique speech patterns. As part of a pilot in Singapore, we created a human story centered around Allan, a person with non-typical speech, showcasing how it enabled him to express himself more effectively, sharing his positivity and joy with others.

PANADOL – CHINESE NEW YEAR 2021 CAMPAIGN

Created a heartfelt film for Panadol, celebrating the strength of tradition amidst pandemic restrictions telling of a culturally authentic narrative, connecting emotionally with audiences. Adapted and localized the campaign across Singapore, Malaysia, and Vietnam, incorporating unique traditions to enhance relevance.

Always-JWT Singapore Group Head of Copy

April 2018 - December 2019

Provided creative leadership and strategic oversight for high-profile, integrated brand campaigns, delivering data-driven and culturally resonant solutions across activation, film, digital, and social platforms. Built strong, collaborative relationships with clients, effectively presenting bold ideas and innovative concepts aligned with business objectives.

Key Projects:

NATIONAL ARTS COUNCIL - 'WORLD WITHOUT ARTS' MICROGIVING CAMPAIGN

Conceptualized and executed a compelling video and social content strategy, achieving over 1.5 million impressions and exceeding a \$1 million fundraising goal.

CITROËN – RETAINER / ACROSS-THE-LINE

Developed and executed a cross-channel communications strategy, including social content, ATL campaigns, dealership ads, car shows, and lead generation programs to boost test drives. Managed customer retention initiatives and internal brand campaigns, enhancing engagement

across touchpoints.

INTEL – RETAINER / ACROSS-THE-LINE

Directed in-store activation programs and crafted on-ground content across Southeast Asia, leveraging ATL and OOH campaigns to drive engagement and sales for education and enrichment programs.

SINGAPORE ART WEEK 2019 CAMPAIGN

Spearheaded and won the creative pitch for the campaign, introducing the enduring “Art Takes Over” concept. Led campaign strategy and supervised OOH, digital, and activation executions, ensuring seamless delivery across all platforms.

URA DRAFT MASTER PLAN 2019

Won the pitch and directed creative strategy for Singapore’s prestigious Urban Redevelopment Authority project. Collaborated with clients and internal teams to align creative deliverables with Singapore's 5-year development vision, crafting compelling and informative content to educate event attendees.

Y&R Singapore

April 2016 - October 2017

Associate Creative Director

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

Drove integrated marketing campaigns for Raymond, Vadilal, and Piramal Realty, ensuring creative consistency across all touchpoints. Fostered innovation and storytelling within teams, securing high-profile new business accounts including Zivame and Wildcraft.

Happy Creative Services Bangalore 2013

April 2013 - December

Group Head – Copy

Directed creative projects across digital, social, and ATL platforms for major clients, ensuring alignment with client vision and agency KPIs.

Taproot Mumbai

October 2010 - April 2013

Senior Copywriter

Played a key role in creative conceptualization, production, and execution of award-winning campaigns for high-profile brands including Times of India, Mumbai Mirror, Airtel, FOX Channels, Set Wet, DSP Blackrock, and Budweiser Magnum. Participated in and contributed to winning multiple high-stakes pitches, driving new business growth for the agency.

Law & Kenneth Mumbai

October 2010 - April 2013

Senior Copywriter

Honed copywriting and creative craftsmanship under the mentorship of senior creative leaders, developing impactful brand campaigns across **Škoda, Times NOW, Bombay Dyeing, Hyatt Regency, and Grand Hyatt Mumbai**. Led creative development for multi-platform campaigns, balancing strategic goals with bold creative concepts to deliver high-quality outputs. Collaborated closely with internal teams and clients, ensuring alignment with brand objectives and creating compelling narratives that elevated brand storytelling.

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