



# Wayne Fernandes

Creative Director / Copywriter

📞 +65 98564525

✉️ fernandeswayne@gmail.com

📍 Singapore

🌐 [www.waynefernandes.com](http://www.waynefernandes.com)

## ABOUT ME

16 years building ideas that move people—and brands. I believe great work starts with sharp insight, is elevated by creativity, and perfected by craft. From helping Google defuse misinformation to raising over \$1M for the arts in Singapore, I lead teams to create work that connects. And I'm always ready to roll up my sleeves and craft the work myself.

## WHAT I BRING

- Integrated Creative Direction
- Brand & Campaign Strategy
- Social Content Systems & Storytelling
- Client Relationship Building
- Cultural & Market Localisation
- Creative Leadership & Team Mentoring

## KEY CLIENTS

Google · Panadol · Vicks · Jaguar Land Rover · URA · NAC · GSK · Times of India  
M1 · AB InBev · Caltex · Mazda · Citroën · Intel · FoodPanda · Visa · SK-II

## WORK EXPERIENCE

### 2020 - Present **EVERYONE CREATIVE CONSULTANCY** **FRACTIONAL CREATIVE DIRECTOR & COPYWRITER | FOUNDER**

Leading creative direction for startups and collaborating with top agencies including GUT, Toaster, Publicis, Ogilvy & Dentsu on pharma, tech, FMCG, and automotive campaigns.

Key Projects:

- **Google – Prebunking (2024):** Viral quiz-format misinformation campaign in Indonesia with 100M+ views
- **Google – Project Relate (2024):** Heart-led film showcasing speech tech for atypical speakers
- **Panadol – CNY Campaign (2021):** Regional film localised across SG, MY, VN with strong cultural nuance
- **Vicks – Social Campaigns (India & ANZ):** Introduced original character 'Mr. Crooky' to ANZ market & continued 'Khich Khich', leveraging local trends to drive strong, sustained engagement (10K+) across both markets.

2017 - 2019

## **ALWAYS-JWT SINGAPORE - GROUP HEAD OF COPY**

Led integrated campaign development across film, digital, and activations, while mentoring teams and building trusted client relationships.

### **Key Projects:**

- National Arts Council – ‘World Without Arts’: Emotional microgiving campaign that exceeded \$1M fundraising goal
- Singapore Art Week 2019 – ‘Art Takes Over’: Won pitch and developed a now-iconic platform rolled out island-wide
- URA – Draft Master Plan 2019: Translated urban development strategy into accessible public storytelling

2016 - 2017

## **Y&R SINGAPORE - ASSOCIATE CREATIVE DIRECTOR**

Oversaw ATL, digital, and social campaigns across tech, telco, and automotive.

### **Key Projects:**

- Land Rover – ‘Test Drive for Good’: Award-winning campaign turning test drives into acts of charity (Spikes Asia Merit)
- M1 – Consumer & B2B Campaigns: Led cross-platform creative for launches, refreshes, and CRM
- SilkAir – Pitch Win: Developed destination-led influencer campaign for new routes, including ‘Hi Hiroshima’

2007–2016

## **PREVIOUS ROLES**

### **Famous Innovations / Taproot India / Law & Kenneth / Happy Creative Services**

Held senior creative roles, working on award-winning campaigns for Times of India, Airtel, Škoda, Raymond, Budweiser Magnum, and more.

## **AWARDS**

- Spikes Asia 2017 – Merit, Promo & Activation for Land Rover “Test Drive for Good”
- Abby Awards 2015 – Bronze, Print Campaign for Vadilal Ice Cream
- Kyoorius Awards 2014 – Blue Elephant for Vadilal Ice Cream
- Effie Awards 2012 – Gold Direct & Integrated for Airtel HFZ
- Abby Awards 2012 – Silver Direct, Gold Integrated for Airtel HFZ

## **EDUCATION**

- NUS – Digital Marketing Strategy (2022)
- Sydenham College of Commerce & Economics – BCom (2007)

## **INTERESTS**

- Content creation, cooking, trekking, cartooning, comics, falling into YouTube rabbit holes

**References available upon request**