



Wayne Fernandes

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ABOUT ME

16 years leading integrated campaigns across APAC, spanning brand, social, digital and internal communications. Skilled at translating strategy into culturally relevant ideas, aligning global brand governance with local execution, and leading multi-disciplinary teams to create work that earns attention and drives results.

WHAT I BRING

- Integrated Creative Leadership
- Strategic Brand & Campaign Thinking
- Social-First Content Ecosystems
- Cross-Market & Cultural Adaptation
- Team Leadership & Creative Development
- AI-Enabled Creative Workflows

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 partnering with agencies including GUT, Toaster, Publicis, Ogilvy and Dentsu to develop integrated campaigns, social-first platforms and culturally relevant brand experiences.

Key Projects:

- Singapore International Marathon (2026): Led branding and messaging for the new Singapore Intl Marathon website and social comms launch.
- ABInBev (2025): Campaigns across S. Korea launching new products and social calendars for Elppa, Hoegaarden Citrus.
- 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’

2012–2016

FAMOUS INNOVATIONS MUMBAI - CREATIVE DIRECTOR

Led a multidisciplinary team delivering integrated brand platforms across social, digital, content and traditional channels.

- Led the re-launch and refresh of fashion giant - Raymond for their fabrics & ready-to-wear
- Worked on other accounts such as Zivame, Kyoorius, WildCraft, Lakme

2007–2012

PREVIOUS ROLES - TAPROOT INDIA / LAW & KENNETH / HAPPY CREATIVE

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

- Vanderbilt University – AI Prompt Engineering (2025)
- 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