

Wayne Fernandes

CREATIVE DIRECTOR (COPY) | INTEGRATED CAMPAIGNS & BRAND STORYTELLING

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ABOUT ME

Copy-led creative leader with 18+ years of experience developing integrated campaigns, brand platforms and storytelling across Asia-Pacific. Experienced in adapting creative ideas for diverse markets, cultures and audiences, leading multidisciplinary teams and building strong client relationships.

Combines conceptual thinking and hands-on ideation and writing with the commercial perspective of running an independent creative consultancy. Currently leads a flexible network of creative and production specialists, managing client relationships from brief to delivery, with hands-on experience in AI-assisted creative development, workflows and interactive experiences.

CORE EXPERTISE

- Creative Direction & Concept Development
- Integrated Campaigns & Brand Storytelling
- Copywriting, Scriptwriting & Content
- Creative Team Leadership & Mentoring
- Client Relationships, Pitches & Presentations
- AI Creative Production, Automation & Prototyping
- Regional Campaign Development & Localisation
- Creative Production & Project Management

KEY CLIENTS

Urban Redevelopment Authority · Singapore International Marathon · SAW Singapore Art Week · Google · GSK · Abbott · foodpanda · Mazda · MG · Vicks · Urban Redevelopment Authority · Land Rover

WORK EXPERIENCE

2020 - Present

EVERYONE CREATIVE CONSULTANCY
FRACTIONAL CREATIVE DIRECTOR & COPYWRITER | FOUNDER

Lead creative strategy, conceptual development and copywriting for brands and agencies, including **GUT Singapore, Toaster, Publicis, Ogilvy and Dentsu** on integrated campaigns, films, digital platforms and social-first content.

- Work directly with clients on creative briefs, strategic recommendations, presentations and feedback, managing relationships from initial discussions through project delivery.
- Remain hands-on with campaign concepts, scripts, messaging and copywriting while directing creative and production partners.
- Manage business development, proposals, project scoping, pricing, resourcing and delivery, balancing creative ambition with budgets and practical requirements.
- Develop AI-assisted workflows across research, ideation, writing and visual production, with attention to brand consistency and craft. Build websites, interactive experiences and client-facing tools using AI-assisted coding, from concept to working prototypes.

Selected Projects

- **Singapore International Marathon (2026):** Led the integrated rebranding of the Singapore Marathon into an international event and a movement bringing Singaporeans together.
- **Abbott (2026):** Led creative direction for films and integrated campaigns for PediaSure and Glucerna across Singapore, Vietnam, the Philippines and India.
- **Google Prebunking (2024):** Developed an integrated misinformation-awareness campaign in Indonesia using quiz-based content, generating over 100 million views.
- **Google Project Relate (2025):** Developed a human-centred film showing how speech technology supports people with atypical speech.
- **AB InBev (2025):** Developed integrated brand and product-launch campaigns in South Korea, including naming, ideation, activations and social content calendars for Elppa and Hoegaarden Citrus.
- **Panadol (2021):** Developed regional integrated campaigns, including myth-busting and digital awareness campaigns, and a Chinese New Year film culturally adapted for Singapore, Malaysia and Vietnam.
- **Vicks (India & ANZ):** Developed and executed social content calendars using popular characters in India and an original character for Australia and New Zealand, generating thousands of views and strong engagement.

2017 - 2019

ALWAYS-JWT SINGAPORE - GROUP HEAD OF COPY

Led integrated creative development across film, digital, activations and brand campaigns. Mentored creative talent, guided ideas from brief through production and built senior client relationships.

Selected Projects

- Singapore Art Week 2019: Won the creative pitch and developed Art Takes Over, a campaign platform rolled out across Singapore.
- National Arts Council: Developed World Without Arts, an emotional microgiving campaign that exceeded its S$1 million fundraising target.
- Urban Redevelopment Authority: Translated the Draft Master Plan 2019 into accessible public-facing creative communications.

2016 - 2017

Y&R SINGAPORE - ASSOCIATE CREATIVE DIRECTOR

Led creative development across integrated, digital and social campaigns for technology, telecommunications, automotive and travel brands.

Selected Projects:

- Land Rover: Developed Test Drive for Good, turning vehicle test drives into opportunities for charitable giving. Recognised at Spikes Asia.
- M1: Led cross-platform creative for consumer and B2B campaigns, launches and CRM.
- SilkAir: Developed the winning destination-led influencer campaign pitch for new routes, including Hi Hiroshima.

2012–2016

FAMOUS INNOVATIONS MUMBAI - CREATIVE DIRECTOR

Led multidisciplinary teams developing integrated brand platforms and campaigns across traditional advertising, digital, social and content.

- Led creative development for the relaunch and refresh of Raymond's fabrics and ready-to-wear businesses.
- Worked across brands including Zivame, Kyoorius, Wildcraft and Lakmé.

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)

REFERENCES AVAILABLE UPON REQUEST

- Mithun Mirji - ECD, Kantvam
- Komal Bedi Sohal - Previously CCO Y&R
- Meyvi Wedelia - CD, GUT
- El Matanguihan - ECD
- Raj Kamble - ECD, Famous Innovations, Mumbai