

# Michelle Fun

Words. Concept. Strategy.

hello@michellefun.com

+65 9777 9893

## About

I love conversation, and I'm interested in what makes it good or bad. My exploration in the art of conversation led me into advertising. It is a lot like engaging the masses in a conversation with me, the advertiser.

## Qualifications

### Bachelor of Arts in English

Nanyang Technological University  
Singapore 2011

### Diploma in Creative Media Design

Singapore Polytechnic  
Singapore 2007

Jan 2017 -  
present

## Freelance Copywriter

Concept, strategy and writing for various agencies including Ogilvy, Havas Media, Blippar, Publicis, DDB and BLK J.

Scope includes ideation, decks and roll-out of ATL and digital campaigns for a range of clients in airlines, alcohol, beauty, FMCG, hospitality and telecommunications.

Sep 2015 -  
Oct 2016

## Senior Creative, iris Singapore

Creative lead for Philips digital account. Led a team of creatives, community managers and production crew to conceptualise and produce social campaigns and activations. Managed projects, resources, and reports to creative director.

Concept, strategy and writing for advertising campaigns for Philips, Marina Bay Sands, Shell and Lego.

Feb 2015 -  
Aug 2015

## Freelance Copywriter

Worked at Toaster a subsidiary of Google part-time to conceptualise and create digital advertising campaigns for Google+, Android, YouTube and other Google offerings.

Worked at iris Singapore the other half of the time, to conceptualise and create work for pitches.

Jun 2014 -  
Jan 2015

## Copywriter, Publicis Singapore

Concept, strategy and writing for advertising campaigns for Audi, Lancôme, Garnier, Under Armour, Citibank and Sanofi.

Awarded at Young Creatives Competition and represented Singapore in Cannes Young Lions Competition 2014

Aug 2011 -  
May 2014

## Copywriter, BBDO Singapore

Concept, strategy and writing for advertising campaigns for SingTel, Johnson's baby, Tourism Australia, Mercedes-Benz, P&G and Guinness.

Awarded Young Copywriter of the Year at the Creative Circle Awards, Gong 2013 Singapore.

May 2011 -  
Jul 2011

## Copywriter, Splash Productions

Writing and editing for BTL publications and web for Media Development Authority of Singapore, Motorola, National Library Board, ST Engineering and Philips.

Aug 2009 -  
Nov 2010

## Marketing and Media, Salon Projects

Worked with curator Alan Oei to showcase creations by Singapore-based artists. Event management, public relations, graphic and web design for Campaign City, Open House 2009 and Open House 2011.

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