

Michelle Fun

Words. Concept. Strategy.
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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 Creative (Copy)

Concept, strategy and writing for various creative teams in Ogilvy, Wunderman Thompson, WeAreSocial, 72andSunny, Publicis, Essence Global, DDB, BLK J and Grab.

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.

Oct 2018 -
present

Freelance Copywriter, Hogarth

Collaborating with project managers, linguists, editors and creative directors in Hogarth and Apple APAC, UK and US to produce writing for Today@Apple sessions Singapore and Hong Kong.

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.