

# Yashanti Yap

## Agency Creative

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yashantiyap.com

## EXPERIENCE

### **TBWA\Singapore**

*Copywriter | Senior copywriter, July 2020 - Present*

Clients: Singapore Tourism Board, Standard Chartered, Spotify, IKEA, Cabital (Crypto brand), FWD Insurance

- Lead creative team on global tripartite campaign with Singapore Tourism Board, Changi Airport & Singapore Airlines to reopen the country after lockdown.
- Lead creative team for Standard Chartered's annual global campaign. First campaign that was episodic in nature and most CGI heavy project for the brand thus far.
- Lead creative for a number of pitches, including FWD Insurance which we eventually won.
- Successfully approached non-clients to sell in and execute proactive work - All Love Is Sweet & Emoji Day for Coffee Meets Bagel.
- Mentored interns during school internship programmes.

### **YouTube Creative Studio, APAC**

*Freelance Creative, June 2020 - July 2020*

- Took a brief pause from agency work during COVID lockdown to try something different. I lasted two months before I was champing at the bit to get back to the happy chaos of agency life.

### **BBH Singapore**

*Copy intern | Junior copywriter, July 2017 - April 2020*

Clients: Ikea, Uber, Netflix, Nike, Samsung, Singtel, Income, UOB. Award winning campaign: Ikea Human Catalogue Pitch won: Samsung.

- Part of the core creative team for Samsung pitch. Won the pitch.
- Part of the core creative team for IKEA Human Catalogue. Picked up a number of awards.
- One of 3 lead writers on Running Stories app project. Picked up a number of awards.

### **Grey Group Singapore**

*Copy intern, June - Sep 2016*

Clients: Sentosa

# EDUCATION

**Singapore Management University, Graduated 2017**

Bachelor of Social Sciences

Major: Sociology

**Temasek Junior College, Graduated Dec 2012**

GCE A Levels

Literature, History, Economics, Mathematics.