



Cheok Boon Keng

Senior Creative Director(Art based)

RESUME

Started my career in BBDO Malaysia in 1993. I've since worked with Batey Ads Malaysia, Y&R Malaysia, DDB Singapore, Dentsu Singapore, 180 Beijing, Saatchi & Saatchi Shanghai. Over the years, I have had the privilege of honing my craft and providing effective integrated and innovative solutions for many local and international clients like Toyota, Land Transport Authority and Singapore, 京东JD.com, Safeguard, just to name a few. Some of the works have even caught the attention of juries and judges at awards shows and I was rewarded with some recognition from the industry.

But beyond that, I feel that being a craftsman is not enough in today's competitive business environment. A good creative person must also possess good business acumen, which is why I have also been involved in new business development. By harnessing my strategic thinking, I've provided impactful and insightful integrated campaigns that has help the agency acquire new clients. Nonetheless I strongly believe that having good and innovative ideas is the key to the sustainability of our industry, be it new business, advertising awards or simply just winning the heart of the consumers.

Industry Recognition: Cannes Lion, Clio Awards, AdFest, New York Festival, Media Marketing Awards, The Work, Effie Awards and Asia Direct Marketing.

Education: Diploma in Graphic Design.

Age:47 **Marital Status:** Single **Nationality:** Singaporean

Address: 267B Punggol Field, #08-117 Singapore 822267

Language: English, Mandarin and Malay

Contact: +65 86112028

Online Portfolio: www.cheokemon.com

2019-present

Freelance Creative Consultant at Sustenir Group Singapore

2018-2019

Business owner/Freelancer Creative Shanghai



Clients:

Safeguard舒肤佳

2016-2018



Clients:

京东and腾讯游戏

2015-2016



Clients:

Canon, Borneo Motors, Toyota, Singapore Police Force, Yoshinoya, FujiFilm, Hitachi, KAO(Laurier/ Liese Hair Products), Ministry Of Manpower, Ministry Of Trade and Industry, Singapore Institute Of Technology, Panasonic, Nanyang Technological University, Land and Transport Authority and DSTA

2008-2015



Clients:

Health Promotion Board Singapore, Singapore Airforce, ION Orchard Mall, Philips, Eu Yan Sang, Robinsons, StarHub and McDonald's.

2005-2008



2000-2005

Clients:

Tiger Beer, Astro Satellite TV, AMP Radio Network, Brand's Essence of Chicken, Hotel Equatorial, Citibank, Pacific Food, Caltex, LG Electronics, NEC, BMW, AirAsia, Shiseido, Philip Morris Tobacco and Dunlop.



1995-2000

Clients:

Mild Seven, British Petroleum, Hewlett-Packard, Olympus, Elizabeth Arden and Unza Cosmetics.



1993-1995

Clients:

KFC, Yaohan Shopping Mall and Sime Darby Land.