

desmondchan

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www.desmondchan.org

idesmondchan@gmail.com

freelance copywriter

Huge

Clients: Vanguard

Concepted and developed two campaigns for Vanguard during the Coronavirus crisis.

Ogilvy

Brought on for a TV-led, new business pitch

Annex 88

Clients: adidas Originals and Levi's

Worked on an adidas collab with the NBA during All Star break + wrote manifestos for Levi's

Edelman

Clients: Samsung

Developed 2020 brand campaigns + partnership work with ESPN College Football, Aviation Gin with Ryan Reynolds, Netflix to launch El Camino: A Breaking Bad Movie + 6-Underground

Laundry Service

Clients: Hennessy and Belvedere Vodka

Creative development for multiple 360- campaigns + launched 2 new campaigns for Hennessy

Decoded Advertising

Clients: Heluva Good! Dip, Planet Oat Oatmilk and HP

Worked on TV + produced radio, OOH, print, social and digital work. Also brought on to develop the brand voice for Heluva Good! dip one day before the client meeting

VaynerMedia

Clients: Chase

Led creative development for a 360-campaign. Pitched TV shows + treatments, concepted stunts, activations, OOH, etc. Also launched a social campaign involving Kevin Hart

BBDO Hong Kong

Brought on for a New Business Pitch involving BBDO's entire SouthEast Asia network

Mekanism

Clients: Ben & Jerry's

Led creative development for stunts, activations and social ideas

McCann Erickson New York

Clients: Microsoft, New York Lottery, NY&Co + New Business

Worked on TV, OOH, Stunts, Print and Social

J. Walter Thompson New York (JWT)

Clients: Puma, Schick, Listerine, Nestle + Macy's

Worked on TV, OOH, Stunts, Online Video Content, an App + Print

improv

Magnet Theatre 2018-Present