

desmondchan

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freelance ad copywriter

McKinney

Concepted activations for Columbia Sportswear and developed TV scripts for Almond Breeze

Mother

Concepted and developed a variety of top-secret projects and collaborations for Instagram

BBH

Oversaw production and created content for TV, a digital billboard in Times Square, social, and more for the TV show called Exposure - a Samsung branded mobile photography competition

R/GA

New business pitch

Huge

Client: Vanguard

Concepted and developed two campaigns for Vanguard during the Coronavirus crisis

Ogilvy

Brought on for a TV-led, new business pitch

Annex 88

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

Edelman

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

Laundry Service

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.

VaynerMedia

Clients: Chase

Led creative development for a 360-campaign. Pitched TV shows + treatments, stunts, activations, OOH.

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