

# desmondchan

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## freelance ad copywriter

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### **Virtue (Vice Agency)**

Concepting and creating a new product that is heavily ingrained in Korean culture

### **MRM McCann**

Concepting in-person activations and digital content for Lego X BTS (the K-Pop group) collaboration

### **Innocean**

Launched a content series called Experiences Unexpected for Genesis. Also launched a content series for design and promoting the Genesis Invitational (PGA Golf)

### **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

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Magnet Theatre 2018-Present