Justin Kuruvilla

CREATIVE DIRECTOR + WRITER

Dubai-Singapore-Sydney

justin.kuruvilla@gmail.com

Big brand platform ideas and writing long, short, wide or narrow copy are my specialties. While digital goes with out saying, I'm as social a creative as I am a person (depands on who I'm talking to).

Experience

Senior Creative + Copywriter

Sydney, Melbourne, Singapore, Dubai
Feb 2020 - Present

Freelance

Creative hitman working nimbly and globally.

Senior Writer/Associate Creative Director/Creative Director

Singapore
Feb 2014 - Dec 2020

Dentsu

I led the creative product for the country's freshest fast food chain (Subway), one of Singapore's Big 3 telcos (M1), the region's leading insurance provider (Prudential), amongst others. I was also a key contributor to over 13 new business wins.

New business wins: M1 (Consumer and B2B), Prudential, Subway, Sentosa Development Corporation, National Environment Agency (NEA), National Library Board (NLB). Marigold Peel Fresh, Ministry of Communication and Information (MCI), Republic of Singapore Navy, Dulux Paints, Civil Aviation Authority of Singapore (CAAS)

Other clients include: UNIQLO, Toyota, Canon, Omron, Musee, Kao, HPB, Hitachi (B2B), Toshiba

Senior Copywriter

Leo Burnett

Singapore
Dec 2012 - Jan 2014

Accounts worked on:

IKEA, Great Eastern Insurance, FrieslandCampina (Dutch Lady), Samsung.

Creative Supervisor

JWT

Bangalore, India
Aug 2012 - Nov 2012

Accounts worked on:

Van Heusen, United Breweries (Kingfisher Beer, Black Dog Scotch Whisky), Nike.

Creative

Wieden + Kennedy

New Delhi, India
Feb 2012 - Aug 2012

Accounts worked on:

Oberoi Hotels, Bhartiya Group.

Freelance Copywriter

LOUD, US Sydney, Arcade Creative, Moon Communications

Sydney, Australia
Nov 2010 - Present

Accounts worked on:

HTC, Vodafone, BankWest, SBS, Nike, Western Union, NEC, Cerebral Palsy Alliance.

Senior Copywriter

Ogilvy

Bangalore, India
Aug 2006 - Oct 2010

Accounts worked on:

•IBM: Supported the Ogilvy Singapore team on the IBM ASEAN account. Also worked on the IBM India business.

•Other Brands worked on include ITC Sheraton Hotels, Vodafone Mobile Services, Lenovo, Manipal University, Deepam Silks and Botox amongst others.

Junior Copywriter

FCB Ulka

Bangalore, India
Apr 2005 - Aug 2006

Accounts worked on:

ITC Foods, Wipro Consumer Care, United Breweries.

Intern

JWT

Chennai, India
Sep 2004 - Dec 2004

Accounts worked on:

Contributed to campaigns in development for Ford Motor Company, Reynolds Pens and Radisson Hotels.

Awards

My work has been awarded at various local and international shows: Cannes, Grand Effie, Markies, GoaFest (AAI)

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