

jatinder sandhu

CREATIVE DIRECTOR

London

Combining a twenty year career in advertising from Europe to Asia, as well as recent experiences as a start-up founder, to champion fearless thinking in marketing and technology and drive transformational ideas that solve business objectives and emerging social challenges.

jit@independents.ai
office

Experience

Founder

<https://independents.ai>

Founder of Independents, a data-driven platform that measures creative performance and team dynamics, to better match world class talent to the specific needs of marketing projects; improving ROI, saving up to 50% on costs and activating projects within 48 hours.

International
Nov 2020 - Present

Creative Director

Dentsu

Toyota (Asia Pacific) Canon (Asia Pacific) Uniqlo (Asia Pacific)
Land Transport Authority, National Library, National
Environment Agency, Marigold, Subway

Singapore
Jun 2014 - Apr 2020

Creative Director

Arcade

Ponds (Asia Pacific) OCBC Bank
Clear (Asia Pacific) Close Up (Asia Pacific)

Singapore
Oct 2013 - May 2014

Creative Director

Singapore
Aug 2012 - Sep 2013

McCann

MasterCard (Asia Pacific) L'Oreal (Asia Pacific) OCBC
Kinder Bueno
Tic Tac
Line

Associate Creative Director

Singapore
Mar 2010 - Jun 2012

Ogilvy & Mather

Pond's (Global) Economist
Nike
Faber Castell
SingTel

Associate Creative Director

Hong Kong
Mar 2007 - Mar 2010

Ogilvy & Mather

Pond's (Global) Shang-ri La
(Asia Pacific) Dove (Asia Pacific)

Senior Writer

Singapore
Oct 2004 - Jan 2007

Leo Burnett

McDonald's (Asia Pacific)
Tiger Beer (Asia Pacific)
Nippon Paint
Chevrolet
Samaritans Of Singapore
F&N Products
Diageo
Playstation
SK-II
Proctor and Gamble (Asia Pacific)

Writer

Singapore
Apr 2001 - Sep 2004

Saatchi & Saatchi

Association of Women for Action and Research (AWARE)
Blush Lingerie
British Consulate (Shanghai Office)
Burger King
Changi International Airport
Chupa Chups
Guinness (Asia Pacific)
Hewlett Packard (Asia Pacific)
Lexus (Asia Pacific)
Newman Magazine
Proctor & Gamble (Asia Pacific)
Partnership for a Drug Free Singapore
Republic of Singapore Navy
Ricola
Standard Chartered (Asia Pacific)

Junior Writer

Hong Kong
Jun 2000 - Apr 2001

Saatchi & Saatchi

Axa Insurance
China Light & Power
Hong Kong International Airport
Proctor & Gamble (Greater China Office)
Toyota
Vitasoy

Junior Writer

London
Jun 1999 - Jun 2000

Saatchi & Saatchi

British Army
Burtons Biscuits
Carlsberg
National Society for the Prevention of Cruelty to Children (NSPCC)
Tetley Bitter
Visa

Education

MA Digital Media Management

Hyperisland

Singapore

Sep 2014 - Dec 2015

BA (Hons) Creative Advertising

Bournemouth University

Bournemouth, England

Aug 1996 - May 1999

New section

Awards

Awards:

CANNES

1 Gold Lion

2 Bronze Lions (Ariel, Brewerkz)

13 Finalist, Radio National Diploma

ONE SHOW

3 Finalist

CLIO

4 Finalist

FACEBOOK Innovation Awards APAC Silver Innovation

CREATIVE CIRCLE AWARDS (Singapore)

3 Gold

2 Silver

9 Bronze

ADFEST (Thailand)

1 Silver

1 Bronze

SPIKES ASIA

1 Finalist

EFFIES

1 Silver

SINGAPORE OUTDOOR ADVERTISING AWARDS

Best Use of Media (Taxi Top)

1 Silver

AWARD (Australia)

1 Silver

YOUNG GUNS (Australia)

4 Finalist

DM ASIA

4 Silver

MEDIA AWARDS (Hong Kong)

1 Bronze

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