

# Justin Kuruvilla

CREATIVE DIRECTOR + WRITER

I specialize in writing, communication strategy and brand building. I'm also good at coming up with big, as well as itty-bitty ideas.

[justin.kuruvilla@gmail.com](mailto:justin.kuruvilla@gmail.com)

+61 401383742 mobile

## Experience

Senior Creative + Copywriter

Sydney, Melbourne, Singapore

Feb 2020 - Present

## Freelance

I provide creative and brand consulting services to agencies and businesses in Australia and Singapore.

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Associate Creative Director

Singapore

Mar 2017 - 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

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Creative Group Head

Singapore

May 2015 - Mar 2017

## Dentsu

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Senior Copywriter

Denstu

Singapore  
Feb 2014 - May 2015

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Senior Copywriter

Leo Burnett

Singapore  
Dec 2012 - Jan 2014

Accounts worked on:

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

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Creative Supervisor

JWT

Bangalore, India  
Aug 2012 - Nov 2012

Accounts worked on:

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

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Creative

Wieden + Kennedy

New Delhi, India  
Feb 2012 - Aug 2012

Accounts worked on:

Oberoi Hotels, Bhartiya Group.

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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.

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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.

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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.

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Junior Copywriter

FCB

Bangalore, India  
Apr 2005 - Aug 2006

Accounts worked on:

ITC Foods, Wipro Consumer Care, United Breweries.

#### Awards

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

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