

Stez Chong

WORKS

Singapore

A modern and adaptable Creative with over 15 years of agency experience.

Confidently armed with the craft of traditional advertising; holistic approach of through-the-line, integrated campaigns, and the transience of pure digital experience, he can assuredly make claim to creative solutions that work.

Beginning his creative journey as a designer, but mentored favourably into art direction and conceptualizing. He was given the opportunity to helm new business pitches and was fortunate to win 75% of them over the course of 6 years.

Expanding his exposure from local advertising to global digital business, he is able to understand the discrepancies between the two and adapt accordingly.

In 2014, instead of pursuing within the comfort zone of his advertising / digital career, he has opted to join Zenogroup to immerse himself in a full social media environment to complete himself as a truly-integrated campaigner.

At LEGO, he is put in charge of the creative team which is not primarily managing the work within Singapore but also throughout the APAC region including China as well. In there, Stez maintained to mentor and impart his knowledge yet maintaining hands-on for the strategic and creative works.

Having honed real work that works, he is hungry to seek exposure from a different perspective - and a more adventurous portfolio.
