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**Lance Eugene Yumul**

Creative Director and Head of Art

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**Objective** To build business and win awards through creative and strategic campaigns

**Work Experience** **Creative Director**

Anymind Group

October 2020 - present

- Continuously growing the business by leading and winning key pitches.

- Creating IMC campaigns that includes different creative materials such as TVC or online videos, key visuals for OOH and digital channels, key hooks that are spread out by influencers, branded always-on-content, etc.

- Supervising the entire creative department of more than 17 members composed of designers, art directors, copywriters and content writers.

- Handling IMC and influencer campaigns for various types of brands (FMCG, Cosmetics, Technology, Dairy, Insurance, Delivery apps, etc)

**Creative Director**

Freelance

April 2020 – September 2020

* Led and supervised ATL campaigns which is composed of TVC, key visuals and packaging designs for a famous local snack brand, Oishi.
* Created the limited-edition 2021 New Year's (Tet) packaging design for Budweiser.
* Provided creative consultancy for a big digital media company.

**Creative Director and Head of Art**

DDB & Tribal Worldwide Vietnam

May 2019 – March 2020

* Led and won key agency pitches for a variety of brands such as Prudential, Vinamilk, URC, Ninja Van, Jollibee, PNJ and CIMB
* Helped build a strong creative team and culture for DDB and Tribal Vietnam
* Builds effective integrated campaigns that runs both in digital and ATL channels
* Handled the biggest retainer client of DDB Vietnam, Prudential
* Effectively repositioned Vietnam’s biggest beer brand, Sabeco’s Saigon Special, and launched its premium brand, Saigon Gold
* Led the agency’s global brands such as Unilever (Lipton, Wall’s and Sunsilk), M-150 Energy drink, Ninja Van logistics company, Oishi snack company, CIMB Bank, Tetra Pak, Skittles, Circle K and Jollibee
* Responsible for the high quality of all visuals for all the agency’s brands from ATL to digital and social media

**Creative Director**

DDB & Tribal Worldwide Vietnam

April 2018 – Present

**Associate Creative Director**

DDB & Tribal Worldwide Vietnam

May 2016 – March 2018

**Senior Art Director**

DDB & Tribal Worldwide Vietnam

November 2015 – April 2016

Key skills:

Creative Direction, Creative strategy, Team management, Integrated marketing campaign, Above-the-line, Below-the-line, Digital, Social Media Content

*Clients:*

Unilever Lipton • Unilever Wall’s • Unilever Sunsilk • Prudential • Oishi • M-150 • California Fitness • Vinamilk • Ninja Van • Jollibee • PNJ • Sabeco • Tetra Pak • URC Rong Do • CIMB • Skittles • Circle K • Morinaga • Thuyen Xua

**Art Director**

TBWA\SMP Philippines

May 2012 – October 2015

Key skills:

Above-the-line, Below-the-line, Digital, Social Media Content

*Clients:*

KFC • Oishi • ALASKA • Alpine • Del Monte Fruitastic • UNILAB Corporate • Bioflu •

Alnix • Boysen • Bench • Cinemanila • Sun • Tanduay Ice • Motolite • Pharmaton • Metrobank • Systema Toothpaste • TV5 • Antonov Vodka

**Art Director**

Publicis Manila Inc.

May 2008 – April 2012

Key skills:

Above-the-line, Below-the-line, Digital, Social Media Content, Art direction

*Clients:*

NESCAFÉ (3in1, Classic, Decaf, Soundskool) • ORAL B • Honda • Duracell

Above-the-line, Below-the-line, Digital, Social Media Content

**Awards** **‘Get What You Dream’ Circle K, Vietnam**

• Bronze, MMA Smarties 2019 for Relationship building / CRM

• Finalist, MMA Smarties 2019 for Most Engaging Mobile Creative

**Campaign Asia 2019**

• Bronze, Vietnam Creative Agency of the Year

• Finalist, Vietnam Digital Agency of the Year

**Mumbrella Awards 2019**

• Finalist, APAC Creative Agency of the Year

• Finalist, APAC Award for Culture

**‘Forevermore’ Oishi Prawn Crackers Integrated Campaign**

• Bronze, Film Internet and Mobile Video, Kidlat Awards 2014

• Bronze, 2014 AME Awards for Advertising and Marketing Effectiveness

• Finalist, Film Craft, Kidlat Awards 2014

**Unskippables’ Oishi Youtube 5s**

• Bronze, Film Internet and Mobile Video Campaign, Kidlat Awards 2014

**‘Homes’, ‘Pier’, ‘Buildings’ Print Ads**

• Finalist, Young Spikes Competition 2014

**Seminars Attended** **ADFEST 2014,**

Delegate

Pattaya, Thailand

**Raw School, Philippines**

Batch 2013 Participant

**Education** **University of the Philippines, Diliman**

Magna Cum Laude

BA Visual Communication

2004-2008

**Organizations** **Ang Illustrador ng Kabataan**

Member 2012 - present

**WeeWillDoodle**

Member 2014 - present

Reference Available upon request