



# NATALIE TAY

An advertising creative with 2.5 years of experience assembling both the art and copy halves of the sandwich.

 natalietwy.com

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## EXPERIENCE

**Junior Copywriter** Jan 2024 – Present  
**Leo Singapore**

*Clients: Disney Cruise Line, Standard Chartered, Singapore Tourism Board*

Took the plunge over to the copy side, where I dove headfirst into a regional launch campaign for Disney's first cruise in Asia. I conceptualised the overarching campaign narrative and created brand assets that set the tone and visual identity for all marketing comms. The launch rolled out in 7 regional markets through TVCs, MRT takeovers, DOOH, print, bus wraps, and much more.

Then, it was off to a new adventure: advertising for a global bank, Standard Chartered. I helped conceptualise, write, and launch its latest global brand platform, including a manifesto film and OOH which launched in 7 global markets.

Along the way, I also conceptualised and produced social media content for various brands.

**Junior Art Director** Aug 2023 – Dec 2023  
**Hogarth Singapore**

*Clients: Singtel, GOMO*

Honed my craft as an art-based creative working on campaigns for Singapore's leading telco. Did some fun stuff, including a generative AI-powered film. Of course, there was also plenty of art direction and design for print, OOH, social media, digital banners, and the like.

**Creative Intern (Art)** Feb 2023 – Apr 2023  
**GOVT Singapore**

*Client: OCBC*

Cut my teeth designing a smorgasbord of assets for OCBC's annual cycling event, from OOH banners to race trophies to event signage—just to name a few.

**Creative Intern (Art)** Jan 2022 – Jul 2022  
**TBWA\Singapore**

*Clients: Singapore Airlines, KrisFlyer*

My first foray into the world of advertising, where I learnt the ropes of art direction working on wanderlust-inducing campaigns for premium airline brands. Designed creative assets including print ads, social media posts, digital banners, and more.

I also formed the agency's first intern-led TikTok team, which created short-form content to introduce TBWA's brand to a younger audience.

## EDUCATION

**Bachelor of Communication Studies**  
**Nanyang Technological University, Singapore**  
*Aug 2019 – May 2023*

- Graduated with Honours (Highest Distinction)
- GPA: 4.63/5.00
- Awarded NTU-University Scholars Programme (NTU-USP) Scholarship
- Placed on Dean's List in 2020 & 2021

## SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects