

Yashanti Yap

Agency Creative

yashantiyap@gmail.com
yashantiyap.com

EXPERIENCE

Media Arts Lab

Senior Creative | Mar 2023 - Present

Client: Apple

- Responsible for creative ideation, development and production of all Apple advertising in the APAC region and occasionally global campaigns.
- Responsible for mentoring junior creatives and interns.

TBWA\Singapore

Creative | Senior creative, July 2020 - Mar 2023

Clients: Singapore Tourism Board, Standard Chartered, Spotify, IKEA, Cabital (Crypto brand), FWD Insurance

- Lead creative team on global tripartite campaign with Singapore Tourism Board, Changi Airport & Singapore Airlines to reopen the country after lockdown.
- Lead creative team for Standard Chartered's annual global campaign. First campaign that was episodic in nature and most CGI heavy project for the brand thus far.
- Lead creative for a number of pitches, including FWD Insurance which we eventually won. •Successfully approached non-clients to sell in and execute proactive work - All Love Is Sweet & Emoji Day for Coffee Meets Bagel.
- Mentored interns during school internship programmes.

BBH Singapore

Creative intern | Junior creative, July 2017 - April 2020

Clients: Ikea, Uber, Netflix, Nike, Samsung, Singtel, Income, UOB.

Award winning campaign: Ikea Human Catalogue Pitch won: Samsung.

- Part of the core creative team for Samsung pitch. Won the pitch.
- Part of the core creative team for IKEA Human Catalogue. Picked up a number of awards.
- One of 3 lead writers on Running Stories app project. Picked up a number of awards.

EDUCATION

Singapore Management University | Graduated 2017

Bachelor of Social Sciences

Major: Sociology