

# Dee Reyes

Creative Director

Singapore, Singapore

+6591250283

[deedoidee.com](http://deedoidee.com)

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**The possibilities are endless.**

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## WORK EXPERIENCE

### Publicis

#### Creative Director

I proudly helm Digitas and Prodigious Singapore, guiding the efforts of two exceptional teams across both Singapore and Malaysia. In my role, I spearhead the creative process for digital content creation and curation, championing brands such as DBS, Riot Games VALORANT Champions Tour Pacific, Prudential, Samsung, Invisalign, and Singapore Tourism Board as we craft innovative digital solutions for their marketing and branding initiatives.

As part of the Publicis Groupe family, I extend my creative expertise and leadership beyond our immediate projects, collaborating with esteemed clients like McDonald's, Central Provident Fund, Standard Chartered Bank, UOB, Novelship, P&G, and Aligntech. My passion lies in helping these brands flourish on their digital transformation journey, all while nurturing the talents within my teams to continuously deliver excellence.

My multifaceted responsibilities extend beyond crafting compelling creative advertising. I'm equally passionate about nurturing the growth of young creatives within my teams, cultivating enduring client partnerships, and spearheading the delivery of highly effective creative solutions for our clients.

October 2022 - Present | Singapore

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### Digitas

#### Associate Creative Director

In addition to spearheading social creative teams for iconic brands like Disney, Kinder, and Coke across diverse regional markets, I was actively engaged in crafting innovative solutions for a diverse portfolio of clients, including HSBC, UOB, Abbott, Agoda, Unilever Ponds, and Danone.

As part of the Publicis Groupe family, I extend my creative expertise and leadership beyond our immediate projects, collaborating with esteemed clients like McDonald's, Tiger Beer and P&G.

My responsibilities encompassed nurturing and mentoring emerging creative talents within my team, fostering robust client relationships, and consistently delivering outstanding and impactful social creative work that exceeded our clients' expectations.

April 2019 - October 2022 | Singapore

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## **Ogilvy & Mather**

### Associate Creative Director

As the Social Creative lead at Ogilvy, I played a pivotal role in the integration of social into Ogilvy's PR capability. During my tenure, I contributed significantly to the growth of Ogilvy Singapore's Social & PR business, securing numerous pitch wins, including prominent clients like Gojek, Chelsea Football Club, and Japan Airlines. This expansion also involved broadening our social scopes for Changi Airport and Unilever.

Throughout these endeavors, my commitment to delivering exceptional creative work remained unwavering, benefiting our social clients such as KFC, Martell, HSBC, and Nestle.

September 2018 - March 2019 | Singapore

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## **Ogilvy & Mather**

### Senior Art Director

As a Senior Art Director, I assumed the leadership of Ogilvy's Social Content Studio, the in-house creative production team of Social@Ogilvy. In under a year, we successfully expanded our portfolio to craft original and groundbreaking social content and campaigns for distinguished brands, including Hilton, BMW, Nescafe, Milo, and HSBC. Within this role, I spearheaded a team of creatives, overseeing the entire creative process from ideation and creation to production and execution of these content pieces.

June 2016 - September 2018 | Singapore

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## **Dentsu JaymeSyfu**

### Senior Art Director

January 2016 - May 2016 | Philippines

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## **DDB DM9JaymeSyfu**

### Art Director

My advertising journey commenced as a designer with DDB DM9 JaymeSyfu, and over time, I advanced to the position of Art Director when Dentsu Aegis Network acquired the JaymeSyfu group.

Over the span of 8 years, I eagerly seized every opportunity to glean insights from a diverse array of projects, becoming proficient in the full spectrum of the creative process, which encompassed concept development, art direction, and the production of print, TV, OOH, as well as digital and social media content. My portfolio boasts integrated campaigns tailored for a wide-ranging clientele, spanning the realms of telecommunications, fashion retail, fast food, FMCG, and the public sector. Among my most noteworthy accomplishments, I had the privilege of contributing to the viral global success of Anmum Materna's digital campaign and played a pivotal role in SMART TXTBKS, a project that earned the distinction of being the Philippines' first recipient of both the Cannes Lions Grand Prix and the Grand CLIO, marking it as the country's most decorated creative work to date.

April 2008 - January 2016 | Philippines

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**EDUCATION****University Of Sto. Tomas**

Bachelor of Arts, Major in Advertising

June 2002 - March 2006 | Philippines

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**College Of The Holy Spirit Of Tarlac**

High School

June 1998 - March 2002 | Tarlac, Philippines

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**LANGUAGES**

**English** (Fluent)

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**Filipino** (Native)

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**SKILLS**

**Adobe Aftereffects, Adobe Illustrator, Adobe Photoshop**