



lynette natasha

STORYTELLER & NICE PERSON

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EXPERIENCE

SENIOR BRAND AND CAMPAIGN COPYWRITER

MUSTARD CREATIVE | OCT 2022 - TODAY

Delivering ideas, concepts and copy that compels across campaigns. I work closely with clients, lead presentations, develop tone of voice guidelines, write long-form, short-form, scripts, taglines, website copy and find the best GIFs for our team chats. Also responsible for managing content writers.

SENIOR COPYWRITER AND STRATEGIC THINKER

FREELANCE & CONTRACT | JUNE 2018 - OCT 2022

From brand development to idea generation, content creation to packaging copy, I partnered with clients across industries including FMCG, health, finance, wellness and property to craft stories grounded in honesty, humour and heart.

COPYWRITER AND HEAD OF BRAND VOICE

SGK MARQUE BRANDING | NOV 2016 - JUNE 2018

Brand voice guardian and copywriter, developing strategic campaigns and creative concepts for new and existing clients. Collaborated closely with the account managers and strategist.

DIGITAL COPYWRITER (FREELANCE)

CHANNEL 9 | MAY 2016 - JULY 2016

Creating bespoke solutions across Nine Network's digital offerings including 9Honey, Wide World of Sports and others. Clients included Disney, Sony and Isuzu.

INTEGRATED COPYWRITER (FREELANCE)

SEPTEMBER 2015 - MAY 2016

Collaborating with clients across Sydney and Kuala Lumpur as I transitioned between countries during this time. The work included content creation, campaign concepts, delivering digitally-led solutions and website copy.

MIDWEIGHT COPYWRITER

MEDIACLIQ, KUALA LUMPUR | DEC 2014 - SEPT 2015

Delivering content and digital executions for a range of clients including AirAsia, NESCAFE, NESTLE, Purina and Nando's Malaysia.

INTEGRATED COPYWRITER

FCB MALAYSIA | MARCH 2013 - DEC 2014

An integrated role that included ideating and writing across mediums including digital, ATL communications, radio and TV. The role also included presentation and nailing pitches for brands including Oreo and Nivea.

JUNIOR COPYWRITER

TBWA, KUALA LUMPUR | MAY 2012 - DEC 2012

An immersion into creative ideation and copywriting while working alongside an Art Director and the agency's Creative Directors to deliver award-winning work and 360 campaigns for clients such as British Council and Haagen Dazs.

WHAT OTHERS SAY:

"Her passion and talent for the creative word is inspiring to all those around her. Writing is Lynette's creative love and favorite art-form, however clearly not only her only way she expresses herself. Her highly creative heart and balance of business acumen mind was truly utilised, with the redesign, of Australia's largest health food brand."

— Drew Ridley, Business Development Specialist, Design Intoto Sydney

"Lynette is one of the most passionate creatives I've had the opportunity to work with. She is insightful and has a strong ability to really get under the skin of the brands that she is working on, to create concepts and written pieces that touch the heart. While certainly driven to maintain the creative integrity of the campaigns she works on, she always keeps an open mind to consider the business side of the brand. Certainly wise beyond her years, it's been an absolute pleasure working with her!"

— Natasha Aziz, Group Account Director, FCB Kuala Lumpur

AWARDS

ACCOR GROUP

Grand Prix Stratégies Gold in Corporate Identity (2019)
Janus de la Marque by the Jury of the French Design Institute (2019)

MACRO WHOLEFOODS

Vertex Awards - Bronze (2018)

NIVEA 'FLAUNT IT!' CAMPAIGN

Marketing Effectiveness Awards - 1 Gold, 3 Silvers (2015)
Effie Awards Malaysia - Finalist (2015)

OREO '1 MILLION MINUTES OF BONDING MOMENTS' CAMPAIGN

Effie Awards - Silver (2015)