



*lynette natasha*

STORYTELLER & NICE PERSON

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# EXPERIENCE

## SENIOR COPYWRITER & COPY MANAGER (CONTRACT) LIFEBLOOD AUSTRALIA | JAN 2024 - PRESENT

Working across the wider business to deliver brand campaigns, content and activations that support brand awareness as well as donor acquisition and retention. Responsible for managing the team's mid-weight copywriter.

## SENIOR BRAND AND CAMPAIGN COPYWRITER MUSTARD CREATIVE | OCT 2022 - JAN 2024

rafted ideas, concepts and copy that compels across brand and campaign development. Worked closely with clients, led presentations, developed tone of voice guidelines, scripts, taglines and website content across a number of brands including Disney and Hertz Group. 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, responsible for developing strategic campaigns and creative concepts for new and existing clients. Collaborated closely with the account managers and strategist.

## INTEGRATED COPYWRITER (FREELANCE) SEPTEMBER 2015 - JULY 2016

Collaborated with clients across Sydney and Kuala Lumpur as I transitioned between countries. Work included content creation, campaign concepts and creating bespoke solutions across Nine Network's digital offerings - 9Honey, Wide World of Sports and others. Clients included Disney, Sony and Isuzu.

## MIDWEIGHT COPYWRITER MEDIACLIQ, KUALA LUMPUR | DEC 2014 - SEPT 2015

Worked on some of the biggest brands in Malaysia including AirAsia, NESCAFE, NESTLE, Purina and Nando's Malaysia to deliver digital campaigns and engaging content across platforms.

## 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)