

Tinus Strydom

WRITER/CD/ECD

The idea dictates the medium. Story first, technology second.
That's pretty much all I've figured out so far.

marthinus@mac.com
office

Experience

Executive Creative Director

Singapore
Aug 2016 - Present

Grey Group

Global creative lead for GSK, and creative lead on hotels.com and Dulux.

Creative Director

Singapore
Jun 2010 - Jun 2016

BBH Singapore

Creative leadership on IKEA, Google, Chupa Chups, UOB Bank, FWD Insurance and Vaseline

Associate Creative Director (Interactive)

New York, NY
Mar 2008 - Jan 2010

BBDO NYC

Leading and creating integrated and interactive campaigns for GE, AT&T and Conservation International.

Freelance Copywriter

New York, NY
Sep 2007 - Jan 2008

Anomaly NYC

Worked on Converse, Virgin and Dasani. Great little in between gig. Also, the writers for The Onion worked on the floor above us. They were cooler than us.

Freelance Head of copy

Singapore
Aug 2006 - Aug 2007

Ogilvy Redcard Singapore

Worked on The Economist and the BBC creating traditional and interactive work.

Senior Copywriter

Singapore
Oct 2000 - Jul 2006

BBH Singapore

My formative years. Worked on Levi's, Axe, Johnnie Walker and Mercedes Benz.

Copywriter

Johannesburg, South Africa
Jan 1998 - Sep 2000

The Jupiter Drawing Room South Africa

My first job. Worked on Nike, HSBC, 5FM Radio, Caesars Casino.

Education

Advertising Diploma with Specialization in
Copywriting

Johannesburg, South Africa
Jan 1997 - Jan 1999

AAA School of Advertising

Graduated with honors and was selected for internship at The Jupiter Drawing Room.

New section

Achievements

Singapore CCA 2016

- Best of Category (Film & TV) IKEA 'Get Cheras to Cheras'
- Gold (Film & TV) IKEA 'Get Cheras to Cheras'
- Silver (Cyber) IKEA 'Get Cheras to Cheras'
- Silver (Branded Content & Entertainment) IKEA 'Get Cheras to Cheras'
- Silver (Cyber) IKEA 'From Christmin to Christmax'
- Bronze (Design) IKEA 'Love is complicated'
- Silver (Film & TV) UOB Bank 'Grocer'
- Bronze (Film & TV) UOB Bank 'Brand'
- Bronze (Film & TV) UOB Bank 'Bicycle'

D&Ad 2015

- Integrated Wooden pencil IKEA bookbook

Webby Awards 2015

- People's choice best copywriting IKEA bookbook

Cannes 2015

- 2 x shortlist for IKEA Bookbook

One Show 2015

- Merit IKEA bookbook

Singapore Effies 2015

- Gold IKEA bookbook

Singapore CCA 2014 IKEA bookbook

- Best of show
- Integrated best of category
- Digital best of category
- Copywriting craft silver
- Poster silver
- Media bronze

New York Festivals Judge 2014

Portfolio Night 2014

Hall of Fame Singapore 2013

- Social media campaign of the year

Singapore CCA 2013

- Integrated Gold Google Open Spaces
- Best of category poster Google Open Spaces
- Digitally led integrated bronze Google Open Spaces

- Outdoor and Poster Silver Google Open Spaces
- Viral advertising Bronze Chupa Chups April Fool
- Viral video Silver Chupa Chups April Fool

Singapore CCA Silver (2012)

- Vaseline "Stunt double"

The Appies (2012)

- Google - The web is what you make of it

Webby Award Winner (2009)

- Conservation International

Black Sheep Award - Internal BBH award for innovation. (2008)

- Axe 'Silky Kumar'

One Show Finalist (2008)

- VW Touareg

Adfest Bronze (2008)

- VW Touareg

Effie (2008)

- Axe Japan Launch

Cannes Finalist (2007)

- VW Touareg

One Show Finalist (2007)

- The Economist

Effies Asia Pacific (2007)

- Axe 'Silky Kumar'

China 4A's 1 Gold, 2 Silver (2007)

- VW Touareg

Media Awards Judge (2004)

D&Ad Silver nomination + 2 Acceptances into the annual (2003)

- Levi's Women's 501

Gunn Report Best print ad in the world (2003)

- Levi's Women's 501

Art Directors Club 5 Merits and 1 Distinctive Merit (2003)

- Levi's Women's 501

Media Awards Best of show + 2 Gold + 5 Silver (2003)

- Levi's Women's 501

Adfest Gold + 2 Silver (2003)

- Levi's Women's 501

Singapore CCA 4 Silver + 8 Bronze (2002 + 2003)

- IAS Conference + Levi's Women's 501

Cannes Finalist (2001)

- Volvo

Loeries Student Gold (1999)

- Reebok

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