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## EXPERIENCE

### OGILVY | ASSOCIATE CREATIVE DIRECTOR | SINGAPORE

Spanning creative direction, leadership and concept development across mediums like social, digital, video, TV, branding, print, and programmatic advertising. I develop concepts, storylines, oversee art direction, and ensure seamless creative translations of brand briefs. I am part of the global team WPP@Unilever, a joint-venture between WPP agencies that work on Unilever brands, working on Dove (Hair, Deodorant), Vaseline, and Pond's seen primarily across Southeast Asia, and including North America, Europe, and South Africa. I led rebranding efforts as Head of Art for Pond's (2018-2019), while I have built a close working relationships with key clients. My portfolio also includes Changi Airport, Ministry of Culture Community and Youth, Japan Airlines, Milo, Philips, National Crime Prevention Council, Facebook Business, Adyen, also lead and won the Decathlon Singapore business which garnered a Singapore Effie. **2016 - PRESENT**

### JWT | ART DIRECTOR | SINGAPORE

Art direction, design, conceptualisation for TV, print, digital content, POS, promotions, and a global rebrand and brand book development on (Unilever) Lux, and Caress brands while managing ongoing projects for China, India, Southeast Asia, Brazil, Middle East and the U.S. markets. **2014-2016**

### PUBLICIS | SENIOR ART DIRECTOR | MANILA, PHILIPPINES

Senior-level expertise in campaign development platforms including social, digital, video, TV, activation in-store and editorial. Dedicated creative to Nestlé Philippines brands like Milo, Milo Marathon, Nescafe Classic, Nestea, Nestea Beach and successfully launching Nesfruta, and Nestlé Philippines' Centennial Year campaign. My work also includes design, brand narrative, content strategy, product development, packaging, merchandise design, storyboarding, presentation even song writing as well as being a lead creative to supporting agency partners. Additionally, experienced in social content creation for P&G brands including Pantene, Vidal Sassoon, Duracell, and Asia Brewery. **2010 - 2014**

### OGILVY & MATHER | ART DIRECTOR | MANILA, PHILIPPINES

Art direction, design, conceptualisation for TV, print, digital content, POS, packaging, promotions for Pond's, Dove, Tang, Kotex, Huggies, Lady's Choice (Helman's), Adora, Brittany Properties, GSK, Unilab with adaptation of regional work for Dove, Vaseline Men and BMW. **2008 - 2010**

### OGILVYONE WORLDWIDE | ART DIRECTOR | MANILA, PHILIPPINES

Art direction, branding, design, direct mail, localisation and adaptational work for digital and below the line campaigns for Nike Philippines - including Nike Women, Nike Basketball, Jordan, Just Do It and Dunks. Other brands included Neutrogena, Unilever Food Solutions, Yahoo!, Motorola, Canon and Kimberly Clark **2007 - 2008**

## RECOGNITIONS

**Cannes Lions** – Shortlist Social & Influencer Vaseline “Skins for skins” 2024, Shortlist Brand Experience & Activation Vaseline “Skins for skins” 2024, Shortlist Outdoor Pond's “Siren” 2011

**D&AD** – Shortlist Health | Gaming Vaseline “Skins for skins” 2024, Shortlist Health | Experiential Vaseline “Skins for skins” 2024, **One Show** – Merit Online Community | Use of existing platform Vaseline “Skins for skins” 2024, Merit Events | Virtual Vaseline “Skins for skins” 2024

**Spikes Asia** – Gold Outdoor | Ambient Closeup “Social Undistancing” 2024, Silver Outdoor | Culture & Context Closeup “Social Undistancing” 2024, Bronze Outdoor | Culture & Context Closeup “Social Undistancing” 2024, Bronze Social & Influencer | Healthcare Vaseline “Skins for skins” 2024, Bronze Outdoor Pond's “Siren” 2011, Shortlist Social & Influencer | Culture & Context Vaseline “Skins for skins” 2024, Shortlist Social & Influencer | Social Content Marketing Vaseline “Skins for skins” 2024, Shortlist Direct | Digital & Social Vaseline “Skins for skins” 2024, Shortlist Healthcare | Health & Wellness: Awareness & Advocacy Vaseline “Skins for skins” 2024, Shortlist Gaming | Gaming Vaseline “Skins for skins” 2024, Shortlist Outdoor | Innovation Closeup “Social Undistancing” 2024, Shortlist Lux “Perfume Portraits” 2015

**Effies, Singapore** - Silver Decathlon “First Rule is Play” 2022

**Cannes in Cairns, Australia** - Gold Vaseline “Skins for skins” 2024, Silver Vaseline “Skins for skins” 2024, Silver Vaseline “Skins for skins” 2024, Bronze Vaseline “Skins for skins” 2024

**Gong's, Singapore** – Shortlist Film, Vaseline “Beautiful Lips” 2022

**Lürzer's** - Print of the Week for Pond's Men “Scary Masks” 2021

**Tambuli Philippines** – Gold, Best in Advocacy for Milo Marathon “Help Give Shoes” 2012

**Araw Awards/Kidlat, Philippines** – Silver Integrated and Bronze Activation Milo Marathon “Help Give Shoes” 2011, Gold Outdoor, Ambient, Point of Purchase and Silver Media Pond’s “Siren” 2009, Bronze Website Nike Women “This is Love” 2009  
**Adobo Magazine, Philippines** – Top 35 Art Directors of the Philippines 2011  
**Creative Guild of the Philippines, Camp Creatives** - 1<sup>st</sup> Runner up 2007

## **EDUCATION**

### **BA | UNIVERSITY OF ASIA AND THE PACIFIC | MANILA, PHILIPPINES**

Bachelor of Arts Major in Humanities with Professional Certificate in Communication, 2007