

# Lee Yue Ling

Senior Copywriter

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## Personal Information

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Sex: Male  
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Marital Status: Married  
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## About

A swiss army knife with the copywriting tools to help you cut through the clutter. Yue Ling is a platform agnostic writer who has crafted creative and compelling campaigns across traditional ATL, digital and social media channels for a diverse range of clients.

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## Experience

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### Bread Butter Bacon // Senior Copywriter

MAR 2020 - PRESENT

In my current role, I mentor junior writers and work closely with cross-functional teams to deliver on-brand campaigns that drive results. Part of a highly-motivated team that has produced award winning work for Viu and Carousell.

Other accounts I've worked on:

Manulife • Amazon • Volkswagen • UOB • Pan Pacific Hotels Group • Parkway Shenton • AXA

### atomz // Senior Copywriter

AUG 2018 - MAR 2020

As a senior creative leader, I provide mentorship to junior creatives and collaborate closely with the wider agency team. From unearthing strategic insights to creative ideation and execution, I play a leading role in driving the team to create effective campaigns that are on-message and on-target, helping clients to meet their communications objectives across a variety of platforms.

Key accounts include Land Transport Authority, Agency for Integrated Care, National Council of Social Service, One Faber Group and Godiva.

### **Cheil Worldwide // Senior Copywriter**

NOV 2017 - AUG 2018

Writing and conceptualisation for Samsung Singapore's digital and social campaigns across the Mobile and Domestic Appliances businesses, spanning microsites, consumer data-driven marketing and social content creation. Helped to successfully launch 100PLUS Zero, a new sugar-free beverage in the lifestyle space for daily hydration.

### **Interruptive // Copywriter**

SEP 2016 - OCT 2017

Idea conceptualisation and copywriting for through-the-line campaigns with a digital focus, comprising both traditional and social media.

As the lead writer for the agency, collaborated with the Creative, Account Servicing and Technology teams to create compelling campaigns for clients. Worked to ensure that creative concepts, strategy and copy direction are on brief and meets marketing objectives.

Key accounts include Mitsubishi Motors, Manulife, DHL, Estee Lauder and Sony.

### **Mediacorp // Copywriter/Producer**

APR 2011 - AUG 2016

Scripting and production of radio commercials in MediaCorp's Creative Services Department, which produces over 50% of radio advertising heard on MediaCorp Radio.

Supporting Sales by formulating media placement strategies, as well as coming up with creative executions on MediaCorp's platforms to meet client's marketing objectives.

Secondary roles include vetting of externally produced scripts to ensure compliance with government regulations and guidelines, plus managing studio resources to complete productions on time and on budget.

### **Saatchi LAB // Copywriter**

SEP 2008 - APR 2011

Worked with a team of Designers and Art Directors on pitches as well as commissioned work, with main contributions in conceptualisation & copy development. Also performed a secondary role as Digital Copywriter for the Interactive team.

### **Toffees & Devs // Copywriter**

APR 2007 - SEP 2008

Responsibilities include conceptualisation & copy development, as well as helping to extend campaigns through the line.

### **iSmart Communications // Account Executive**

SEP 2003 - JUL 2004

Duties performed include Project Management, Media Planning/Booking, conceptualisation & copy development.

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## **Education**

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### **National University of Singapore // Bachelor of Arts**

July 2003

Double Major in English Language and Information & Communications Management

### **Nanyang Academy of Fine Arts // Dip. in Visual Communications**

Mar 2007

Major in Advertising Design

### **Equinet Academy // Certified Digital Marketing Strategist**

Dec 2019

SEO | Content Marketing | Google Analytics | Social Media

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## **Awards**

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### **Marketing Excellence Awards 2022 // Carousell**

1 Gold, 1 Silver, 2 Bronze

"Save the Earth, Choose Secondhand"

### **Marketing Excellence Awards 2022 // Viu Singapore**

3 Gold, 3 Silver, 2 Bronze

"Again My Life (Back In Time)"

### **Marketing Excellence Awards 2021 // Viu Singapore**

2 Silver

"Survive The Night Challenge"

### **Marketing Excellence Awards 2018 // F&N Foods**

Bronze - Integrated Marketing (Consumer)

100PLUS Zero Launch Campaign - "Zero In on the Moment"

### **The MARKies 2017 // MediaCorp Channel 5**

Finalist - Best Radio Idea

"Don't Forget to Remember"

### **The MARKies 2015 // Temasek Poly**

Finalist - Best Radio Idea

"The Talk"