



ALGYN TEO

CREATIVE DIRECTOR / STRATEGIST / MARKETER

Algyn is a seasoned Creative Director (copy-based) and Strategist with over 20 years of experience across Singapore, Malaysia and China. Beginning his career as a lifestyle writer and then progressing to PR & marketing, he specialized in traditional and emerging digital platforms for mostly F&B businesses. In late 2015, he moved to Shanghai to take up his first advertising agency position as a senior strategist, later advancing to a dual role as a Creative Director / Strategist, winning integrated campaign pitches for global brands such as Budweiser, Corona, Moët & Chandon, Hennessy, Huawei, Skechers, Adidas, and Maserati. He has now returned to Singapore, leading his boutique creative & marketing services agency, A Visual Story (UEN 53444877A).

Whatsapp: +65 8535 0769 | Email: algynteo@gmail.com | Location: Singapore, Malaysia

ACHIEVEMENTS

- Won numerous client pitches in a creative director / strategist role, both for and against various WPP Group agencies. The clients included notables such as AB INBEV (multiple brands), MHD (multiple brands), Ferrari, Skechers, GNC...etc. Also beat the rival Ogilvy creative team twice in client pitches for Corksicle in China (Nov 2018) and Huawei Int'l PR campaign (Feb 2020)
- Pioneered the creation of the business franchise system in the Olive Tree Group in Malaysia.
- Lay the foundation for the Maserati China Lux-mobility Solution Program

SKILLS

- Strategic Marketing
- Business Strategy
- F&B Planning & Operations
- Business Development & Client Svc
- Public & Media Relations
- Corporate Communications
- Brand Building & Strategy
- Creative Design
- Events Planning & Management
- Social Media Mgt & Content Creation
- Creative Writing
- Photography

EDUCATION

1995 - 1999

Ngee Ann Polytechnic

Diploma in Business Studies (HRM)

1991 - 1994

Catholic High School (Secondary)

GCE 'O' Levels

LANGUAGE SKILLS

- English
- Chinese

WORK EXPERIENCE



Creative Director, Strategist and Owner – A Visual Story (Singapore) Dec 2021 → current

Management of my own creative services and marketing agency based in Singapore that provides the services listed below:

- Creative Concepts, Ideas, Innovation and Design
- Advertising, marketing strategy planning and execution
- Creative Writing (articles, creative ad copy, branding, press releases, social media content...etc)
- Social and Digital Marketing strategy
- Website Design and Build
- Brand strategy and Implementation



Corporate Comms and Office Manager – One Alpha Builder Pte Ltd (Singapore) Mar 2021 → Dec 2021

- Corporate communications with clients, stakeholders and general public
- Marketing and branding strategy
- Office management, HR functions and accounts (payroll)



Creative Director, Strategist and Owner – Effectiveness Advert (Shanghai PRC) Dec 2019 → Mar 2021

Started a small agency managing pitch proposals for 4A agency clients who lacked sufficient creative manpower resources

- Core Creative Ideas, Innovation, Design and Strategy for integrated campaign pitches (main clients – Skechers, Maserati, Ferrari, Champion, Uniqlo...etc)
- Planning, consumer research and insights
- Writing (articles, creative ad copy, social media content...etc)



Creative Director, Strategist – Starmedia Shanghai (Shanghai PRC) Dec 2015 → Nov 2019

- Core Creative Ideas, Innovation, Design and Strategy for integrated campaign pitches (main clients – AB INBEV alcohol brands, MHD alcohol brands, Skechers, Adidas, Savills, Starbucks...etc)
- Planning, consumer research and insights
- Creative team management
- Business Development
- Events & exhibitions planning and management
- Creative team management
- Retail Business strategy Consulting
- Market research, consumer research and insights
- Sales and business development
- Account servicing and coordination



Marketing Consultant – Olive Tree Group (Kuala Lumpur, Malaysia) Jan 2013 → Dec 2014



Marketing and Communications – Trichokare + Beijing 101 Haircare (Singapore) Jul 2010 → May 2011



Marketing and Communications – Genesis BBQ (Singapore) Jul 2009 → Jun 2010



Marketing and Communications – St Julien F&B Group (Singapore) Sep 2007 → Jun 2009

Writer – The Monty Lifestyle Magazine (Singapore) May 2005 → Aug 2007