

Vincent Tay

About

I've spent the last decade shaping award-winning work across multiple channels at top agencies, where creativity meets technology. I'm passionate about using data-driven insights to elevate creative solutions and believe in empowering teams through diverse collaboration. With a commitment to keeping authentic human experiences at the core, I'm always exploring new ways to make ideas resonate and connect on a deeper level.

Skills

Integrated Campaign Development /
Art & Creative Direction / Emerging Tech /
User-Centered Design / Digital & Social /
Addressable Content / Programmatic /
Brand Partnership / Leadership /
Pitching & Client Pres / Brand Strategy
Experiential Marketing / Retail Marketing

Awards

Google Voice Search / MX Player India
Silver Emvie for Best Media Innovation

Heineken Social Tree

Bronze | Creative Circle Awards
Finalist | Outdoor Ambient | AdFest
Bronze | EFFIES
Best Promotion Marketing | PMAA
Gold | Best Experiential Marketing | PMAA
Silver | Best Brand Building | PMAA
Silver & Crystal | Outdoor Media | Ad Stars

adidas Gram Challenge

Sliver for EFFIE Awards
PMAA's Best Small Budget Campaign,
Leisure Products / Other Consumer Goods
MMA worldwide globe award

Heineken Deep Down & Deadly

PMAA's Best Experiential Marketing

PETA

Young Guns International

Education

RMIT Melbourne AU 2004 – 2006

Bachelor of Arts (BA)
Commercial & Advertising Art
Advance Diploma - Strategy Planning

Temasek Polytechnic 1998 – 2001

Diploma, Design & Visual Communication

Experience

SEP 2019 - JUN 2024

Creative Director | Essence Mediacom Google Adrenaline Team

- Led cross-functional teams in creating data and tech-driven campaigns that elevated Google's digital presence across APAC. (Mainly in Japan, India & Australia)

- Directed award-winning initiatives including an Emvie for Best Media Innovation for India's first interactive voice-enabled ads on streaming platforms for Google Voice Search.

- Featured in Think with Google, sharing insights on an AI-powered campaign for Google Nest AU.

- Secured new media business wins, including Airbnb AU, Scoot.

JUL 2017 - MAY 2019

Freelance Snr Creative

- Delivered multi-channel campaigns across agencies including Havas, Ogilvy, JWT, and Sapient Razorfish, for clients such as Panadol and Schick Razor.

MAY 2015 - JAN 2017

Snr Creative | TBWA

- Led disruptive campaigns for brands like Singapore Airlines, Standard Chartered, and Lexus.

- Secured new business wins, including Toyota.

- Mentored junior creatives, fostering a culture of innovation and collaboration.

APR 2008 - MAY 2014

Creative | Iris Worldwide

- Integrated Creative, I push the boundaries of Experiential and Retail by creating multi-channel award-winning campaigns such as immersive 11m tall digital installations for Heineken Social Tree and adidas Gram Challenge.

- Co-directed TVCs for Tiger Beer, including action sequences featuring Wayne Rooney.

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Based in Singapore

Bridging Craft, Media, Creativity & Technology



Folio

