

GERALDINE TAN

CREATIVE



ABOUT

Hello, I'm Geraldine. With over a decade of experience in advertising, I've built an all-rounder expertise spanning ATL campaigns and social media. I love shaping stories that make brands feel human and ideas that spark connection.

Away from the creative chaos, I'm happiest outdoors. A boy mom, a fur-mom, and a traveler at heart who believes inspiration is everywhere if you know how to look for it.

Email
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+65 81214602

EDUCATION

Nanyang Academy of Fine Arts (NAFA)
Visual Communication

SKILLS

Ideation, Conceptualisations, Art Direction, Photography, Design, Proficiency in Adobe Creative Suites

EXPERIENCE

March 2019 - Present
We Are Social
Senior Art Director

March 2015 - March 2019
Freelance
Creative

April 2013 - February 2019
Art Director
Tribal Worldwide

January 2012 - March 2013
Art Director
BBDO Singapore

December 2009 - December 2011
Junior Art Director
BBDO Singapore

June 2009 - December 2009
Designer
Meritus Mandarin Singapore

AWARDS

Effie Awards
Integrated Campaign - Silver

Creative Circle Awards
Outdoor/Poster - Bronze

SPH Link Award
Print Campaign - Bronze

Asia Pacific AdFest
Press Lotus - Bronze

Spikes Asia Advertising Festival
Print Craft - Bronze

Spikes Asia Advertising Festival
Print Campaign - Shortlist