

NETRA NATARAJAN

SENIOR CREATIVE DIRECTOR

CONTACT

netranatarajan91@gmail.com

EDUCATION

POST GRADUATE

MICA

2014-2015

BACHELORS OF ARTS -

PSYCHOLOGY, ENGLISH LITERATURE, COMMUNICATIONS

MOUNT CARMEL COLLEGE

2010 - 2016

AWARDS

YOUR FEELING. OUR AD

OREO SOCOLA PIE

MMA VIETNAM

SILVER - PERSONALISATION

BRONZE - AI DRIVEN MARKETING

MOM-MADE MEALS

ABC KRAFT HEINZ

MMA APAC

SILVER -

KANTAR'S TOP 10 BEST ADS

GIFT OF TIME

MCDONALD'S

MMA INDONESIA

BRONZE - DIVERSITY & INCLUSION

PEDASURANSI

ABC KRAFT HEINZ

CANNES SHORTLIST- BRAND EXPERIENCE

& ACTIVATIONS

CRESTA AWARDS - BRONZE

NOT MUSIC TO MY EARS

LOVE MATTERS

CANNES LIONS (RADIO) | BRONZE |

NOT-FOR-PROFIT

KYOORIOUS AWARDS - IN-BOOK WINNERS

WORK EXPERIENCE

SENIOR CREATIVE DIRECTOR

REGIONAL CREATIVE DIRECTOR - OREO

LEO, INDONESIA

2022 - 2026

- Mondelez: Lead the Regional Creative hub for Oreo throughout Southeast Asia (S.E.A.) Also lead Ritz and Biskuat - Indonesia and Philippines
- Lay's: re-launched the iconic brand in Indonesia.
- Other Brands: McDonald's, Kraft Heinz ABC, Nestle Lactogrow,

COPY SUPERVISOR

VMLY&R

2018-2020

- Led and oversaw campaigns for ABC Kraft Heinz, Pantaloons, Oriflame, Kerastase
- Projects: Parachute Advansed, Mizone

SENIOR COPYWRITER

COPYWRITER

OGILVY & MATHER

2015 - 2017

- Led content & campaigns for Cadbury Fuse, 5 Star 3D, Gems, Perk
- Others: Coca-Cola, SPACES, Madhya Pradesh Tourism, Curo-Carte
- Responsible for overseeing day-to-day content and crafting campaigns for the entire DOVE portfolio

ACCOUNT EXECUTIVE

NUCLEUS PR

2013 - 2015

- Responsible for building brands - Swensens, Costa Coffee, Tommy Hilfiger, Lemon Tree Hotels, Pegasystems, GFSPL