






Rian Asrudi


CREATIVE PRODUCER

 Singapore

 rian@yanesque.com

 yanesque.com

 @yanesque

 @yanesque

PROFILE

Rian Asrudi is a Singapore-based creative producer with a strong passion for digital content and video production. With experience across the full production process, he has led campaigns for brands like Bvlgari, Nespresso, Marriott Bonvoy, and KFC Singapore. His work in KOL integrated content earned him Gold for Most Creative Influencers/KOLs at the MARKies Awards Singapore 2024. Rian brings bold creativity and strategic insight to every project, creating content that captivates and connects.

WORK EXPERIENCE

CREATIVE PRODUCER

HAVAS PLAY PTE LTD

Jan 2024 - Present

- Part of the new production arm of Havas Play
- Directs photography & videography for clients
- Produces videos as well as graphics for clients
- Services client for administrative and creative matters
- Contributes his social media experience during pitches

SOCIAL MEDIA CONTENT & VIDEO CREATOR

GREY GROUP PTE LTD

Jan 2024 - Present

- Portfolio: giga!, Marriott Bonvoy APEC, Clean & Green Singapore (NEA), MSF Social Development Network

CONTENT CREATION EXECUTIVE

MCK CREATIVES PTE LTD

Jan 2020 - Sep 2022

- Portfolio: Bvlgari, Dyson, Lancome, Charles & Keith, Nespresso, Marc Jacobs, Swarovski, Changi Airport

EDUCATION HISTORY

BA (Hons) in Business with International Management

May 2019-Sep 2022

Northumbria University

- Global Business Expertise: In-depth knowledge of international business strategies and market dynamics.
- Analytical Skills: Strong analytical and problem-solving abilities from case studies and projects.
- Practical Experience: Industry placements and internships enhancing global business readiness.

Professional Diploma in Advertising & Design

May 2019-Sep 2022

M.A.D School

- Acquired a holistic education surrounding Marketing, Advertising & Design
- Gained extensive training and successfully accomplished all modules for the course
- Course was completed in the midst of working under MCK CREATIVES PTE LTD



Rian Asrudi

CREATIVE PRODUCER

SKILLS

Final Cut Pro

Adobe Creative Suite

Branding & Identity

E-commerce Management

Social Media Marketing

Copywriting

Web Design

Typography

Presenter/Host

Team Leader

Team Player

CLIENTELE

BEAUTY

Avene
Bvlgari
Caudalie
Clarins
Clinique
Dior Beauty
Dyson

Foreo
Guerlain
Kosé
Lancome
Mary Kay
Ole Henriksen
Skin Inc

FASHION

Bottega Veneta
Bvlgari
Charles & Keith
Claude
Cotton On
Havaianas
Maje
Mango
Marc Jacobs

Max Mara
Michael Kors
Onitsuka Tiger
Pomelo Fashion
Princess Polly
Superga
Swarovski
Zalora

GOVERNMENT

MSFCares & FFL
MCCY

NEA Clean & Green SG
SDN Spark Connections

HOME & LIVING

3M
Dyson
giga!
Nippon Paint
Phillips

Proctre & Gamble
Tefal
Wallhub
Vwalla

LIFESTYLE

Amazon
Blacksmores
Changi Airport
Dodie
Don Don Donki
Fairprice
Far East Malls
Fujifilm
Haagen Daz
Health Promotion Board (HPB)
Lazada
Magic Clean

Magnum
Marina Bay Sands
Mothercare
Mr Muscle
Pampers
Philips
Skillshare
Shopee
Swisse
Tefal
Twinings
Universal Studios