







Rian Asrudi

CREATIVE DIRECTOR

 Singapore

 hello@yanesque.com

 yanesque.com

 @yanesque

 @yanesque

PROFILE

I'm Rian Asrudi, a 25-year-old Singaporean creative director with a strong passion for digital content and video production. My expertise spans the entire production process, and I thrive on conceptualizing and delivering captivating content for diverse digital platforms.

I have had the privilege of collaborating with renowned brands like Bvlgari, Marc Jacobs, Marriott Bonvoy, giga!, Nespresso, and Procter & Gamble. I am also the creative director for local brand, PALAWAN.

With an unwavering commitment to excellence and a keen eye for detail, I continuously push creative boundaries to craft exceptional campaigns that make a lasting impact. As I embrace new challenges and seek constant growth, I look forward to creating extraordinary experiences that resonate with audiences and elevate brands to new heights.

I am currently a part of the prestigious Grey Group Singapore.

WORK EXPERIENCE

SOCIAL MEDIA CONTENT & VIDEO CREATOR

GREY GROUP PTE LTD

Sep 2022 - Present

- Lead of production arm of Grey Group Singapore
- Directs photography & videography for clients
- Social media management of Grey Group Singapore
- Produces videos as well as graphics for clients
- Services client for administrative and creative matters
- Contributes his social media experience during pitches

CONTENT CREATION EXECUTIVE

MCK CREATIVES PTE LTD

Jan 2020 - Sep 2022

- Edits video campaigns for Melissa C. Koh and clients
- Handles photography & videography
- Handles administrative and/or e-commerce tasks
- Designs graphics for videos and blog posts
- Copywriting for campaigns and blog posts
- Styling sets and wardrobe on shoots

EDUCATION HISTORY

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

International Baccalaureate Diploma

Jan 2015-Dec 2016

School of the Arts, Singapore

- Specialising in Theatre, specifically Acting, Directing and Sound designing
- Part of the IBCP class who were the top in the arts for their batch



Rian Asrudi

CREATIVE DIRECTOR

SKILLS

Final Cut Pro



Adobe Creative Suite



Branding & Identity



E-commerce Management



Social Media Marketing



Copywriting



Web Design



Typography



Presenter



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