

# KARN SINGH

*Creative Director - Publicis, Singapore.*

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## EXPERIENCE



### **Creative Director**

*(Global Brand Team,  
Standard Chartered)  
February 2023 - Present  
Singapore*

### **TOASTER**

### **Regional Creative Director**

*September 2019 - January 2023  
Singapore*

### **GREY**

### **Creative Director**

*May 2017 - August 2019  
Singapore*

### **Creative Group Head**

*October 2015 - May 2017  
Singapore*

### **Senior Copywriter**

*May 2012 - October 2015  
Singapore*

### **DDB°**

### **Copywriter**

*October 2011 - May 2012  
Singapore*

### **Ogilvy**

### **Creative Supervisor**

*Jan 2007 - Sept 2011  
Mumbai, India*

*As an eight-year-old, I wanted to be a fighter pilot, but colour-blindness and my love for basketball steered me towards advertising. Story for another day.*

*Cut to 17 years later, and here I am, in your inbox. Guess I love this business more than I thought I would.*

*I've always wanted my work to look and feel less like an ad and more like a story that makes you either smile, weep or think.*

*My love for the craft is spurred by the desire to master this forever evolving trade. Which means, I'm #alwaysinbeta and am forever a knowledge-hungry sponge.*

*Name it and I've touched it – TV to banner ads, product ideas to digital solutions – I've done my fair share and done it well. Well enough to have my name etched onto several shiny pieces of metal, now sitting pretty on shelves across the region.*

*On a personal note, I've played basketball at a national level, am an amateur drummer, a horrible singer, a pseudo wine connoisseur, a nature lover, an adventure sports junkie, and a fitness and CrossFit freak.*

## BRANDS



## HONOURS & AWARDS

