

# TULIKA SHANKER

I am a proactive, passionate, enthusiastic and forward thinking creative, looking to inspire and be inspired. During the past 12 years, I have handled various client projects with diverse and challenging requirements and creative demands from start to finish. These experiences have pushed me to become a strong creative leader, taught me to be patient and resilient, and highlighted the importance of thinking on my feet. My creative abilities to think outside the box and challenge the norm make me stand out.

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## WORK EXPERIENCE

### Wunderman Thompson

A well established agency with a big local and international client list. They have a huge global network and have done great campaigns and won many awards.

#### Associate Creative Director 2020-2021

I worked on various big accounts, successfully lead client projects and was instrumental in winning new business for the agency. Some of the local, regional and global brands that I worked on are: Kellogg's, Treasury Wine Estate (TWE), Public Hygiene Council (PHC), PediaSure (Abbott) and Otrivin (GSK). I am especially proud of my achievements while working on Otrivin. This amazing campaign went on to win many awards and got shortlisted at major creative festivals, including Cannes Lions. Thanks to these accomplishments, I made it on the Top 50 most awarded creatives in Singapore 2023.

### ALWAYS MARKETING

A creative marketing agency that creates engaging on ground and online activations.

#### Associate Creative Director 2018-2020

I lead the creative team to conceptualise and execute projects across media, from digital to activation for clients such as Intel, Citroën, DS Automobiles, MPA, URA and National Arts Council. I also lead the creative effort in winning pitches for the agency such as Singapore Art Week, Nokia and Abbott Similac.

### GOVT:

They are an independent creative agency that like to create buzz worthy work.

#### Freelance Art Director September 2015

Worked on a Client called Strongbow. Coming up with a PR-able on ground activation, display units and other collaterals.

### R/GA:

Is an integrated agency that specializes in creating innovative, scalable solutions for clients.

#### Freelance Art Director April – May 2016

My responsibility included coming up with ideas and solutions depending on the brief. Bringing the ideas to life using visuals. I worked on clients like LifeBuoy India, Dutchlady and Google.

LifeBuoy was a pitch I worked on. They wanted to give their alert system more creative and fun, also to remind people to wash their hands regularly plus create some interesting on ground activation.

For Google I was sent to India for a 2-day workshop. In the two days we worked with different agencies and the clients to come up with ideas for a new platform they were launching in India. I was responsible for ideation and consolidating all the ideas together.

### IRIS NATION:

Iris as a whole has 1000 employees across 14 offices worldwide. The Singapore office is known for advertising to B2B, Creative to content and data to digital. They have been recognized as a premium agency in Asia.

#### Art Director 2011-2015

Responsibilities:

- This includes Ideation.
- Sharing ideas internally with the team (Creative director, MD, Planners).
- Depending on the brief working with different departments to give depth to the ideas.
- Visualizing, Conceptualizing and refining the ideas.
- Setting up decks for client presentations.
- Meeting clients and presenting the work.
- Making the ideas come to life be it an event, online or an activation.
- Working closely with the production houses and clients to ensure a great end result.
- Thinking of creative ways to use new platforms to push boundaries.
- Making sure to have fun along the way.

#### Jr. Art director 2009-2011

Every year I was given a set of goals / achievements to meet. At the end of the year I would have a review with my CD to see if I had fulfilled all my goals. This helped me move forward from being an Intern to Jr. Art Director to finally a mid-weight Art Director.

### Intern 2008-2009

I graduated in August and started interning at Iris in November 2008. I was offered a full time job in February 2009.

### Clients I worked with 2009 – 2015

Adidas, Sony Ericson, Sony, Heineken, Johnnie Walker, DHL, Meritus, Audi, Tiger, Philips, Health Promotion Board and RedBull.

### Y&R

Intern November – December 2006 and September – October 2008

## AWARDS

### Advertising:

- 2023 One Show, Pollution Pencils, IP & Product Design, Physical Products - In-Market, **BRONZE**
- 2023 Caples Awards, Pollution Pencils, PR, **SILVER**
- 2023 Caples Awards, Pollution Pencils, Healthcare, **SILVER**
- 2023 CLIO HEALTH, Pollution Pencils, Lifestyle, Wellness & Over-the-Counter, PR, **GOLD**
- 2023 APAC PR-Awards by Campaign Brief Asia, Pollution Pencils, **GOLD**
- 2023 APAC PR-Awards by Campaign Brief Asia, Pollution Pencils, **GRAND PRIX**
- 2023 Cannes Lions, Pollution Pencils, Brand Experience & Activation: Sectors > Healthcare, Shortlist
- 2023 Cannes Lions, Pollution Pencils, PR Excellence: PR Craft > Corporate Image, Communication & Reputation Management **Shortlist**
- 2023 Cannes Lions, Pollution Pencils, PR, Culture & Context > Corporate Purpose & Social Responsibility, **Shortlist**
- 2023 Madstars (3rd biggest festival in Apac), Pollution Pencils, Diverse Insights Stars/ Pharmaceuticals, **GOLD**
- 2023 Madstars (3rd biggest festival in Apac), Pollution Pencils, Sustainable Development Goals/ Good Health & Wellbeing, **SILVER**
- Effies, Health Promotion Board (HIV-campaign), **Bronze**
- 2014 Gong Nex-Gen Challenge, Client 99.co, **Runner Up**
- 2015 Markies, Heineken Cities Consumer Event, **Winner**

## EDUCATION & QUALIFICATIONS

- **2007 to 2008** - Bachelor Degree in Graphic Design, Lasalle College of the Arts, Singapore
- **2004 to 2007** - Diploma in Graphic Design, Lasalle College of the Arts, Singapore
- **2004** - Scholarship, awarded by the Singapore Government
- **2002 to 2004** - Indian School Certificate (equivalent to A-Levels), Mayo College, Ajmer, India
- **1994 to 2002** - Indian Cert. of Secondary Education, (equivalent to O-Levels), Mayo College, Ajmer, India

## SKILLS, LANGUAGE & FOLIO

### Skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Power Point
- Microsoft Word

### Language

- English:  
Writing and speaking
- Hindi:  
Speaking

### Portfolio

To view my latest work please click the link below or copy paste the link in a browser:

<https://www.tulikashanker.com>

## INTERESTS

I absolutely love painting, DIY projects and watching movies. If I am not working I am definitely doing one of the above. My craze for movies is intense I can stand in the kitchen and know what movie is playing on TV (which is in the living room) just by hearing the title song.

Painting and DIY projects are a passion. I gave myself a challenge to create a piece of work everyday be it a painting or creating a lampshade. Also if I see something I like in a store I don't buy it instead I try to recreate it use materials I can find. My next mission is to conquer the art of calligraphy.

Below is a link to my Instagram account if you would like to view the work.

<https://www.instagram.com/nutsaboutpaint/>