



SABRINA KHONG

Strategic thinker, hybrid creative

Originally from Singapore, I am a well-rounded Associate Creative Director with 10 years of extensive experience in the advertising industry. My expertise spans across diverse channels, platforms and mediums within the APAC markets.

Over the past 10 years, I have honed my skills and expertise, specialising in the social media realm and crafting digital and integrated campaigns across APAC regions for renowned brands such as Audi, Nespresso, Playstation, Nikon, Uniqlo, Samsung, Airbnb, Intel and Lenovo, Apple TV among others.

I take pride in my ability to develop effective marketing campaigns that not only connect brands with their audiences but also substantially grow their social presence online. Most notably, my strategic contributions were pivotal in building the Nespresso account from the ground up, resulting in a substantial growth in their fanbase online and increased online sales and footfall traffic by more than 65%.

Prior to my relocation to Sydney, I was the social lead at Section Singapore where I run a team of 12 creatives, fostering the growth of junior creatives, overseeing creative strategy, managing end-to-end marketing campaigns, project managing resources with work flow allocation and overseeing recruitment and expansion within the creative team.

Upon moving to Sydney, I embarked on my journey in Australia as an Art Director at Foxtel where I've worked on creative direction and creative strategy across the Foxtel group brand campaigns and Fox Sports. The one-stop-shop brand campaign for Foxtel remains their most successful and impactful marketing campaign to date.

Currently as an Associate Creative Director at Amplify, I have picked up new tools and methodologies to craft brand experiences, connecting brands with their audiences through experiential activations and events. Most notably I created one of Australia's first faux OOH activation with Afterpay X David Jones, achieving more than 4.5million organic views on social and, to date, their most successful social content running on their social pages.

I am a strategic, well-rounded creative with a wealth of experience and expertise across various channels and mediums. Fueled by an innate curiosity which allows me to always challenge the what's and question the Why's, I am always coming up with creative solutions that are accompanied by true human insights, constantly thinking on my feet, building effective marketing campaigns for the brands I work on.

CONTACT

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🌐 www.sabkhong.com

EDUCATION

Singapore Polytechnic

Diploma in Visual Communications
and Media Design

SKILLS

Photoshop

Illustrator

After Effects

Premiere pro

Figma (Basic)

Content strategy

Brand experience + Events planning

Leadership