



Sabrina Khong

# SABRINA KHONG

Strategic thinker, hybrid creative

Hi! I'm Sabrina and have accumulated a wealth of experiences over the last 9 years creatively innovating and disrupting the way people interact and use Social Media. I have led creative teams, mentored and grew Junior creatives as well as worked on a myriad of different brands like Intel, Airbnb, Lenovo, Uniqlo, Disney, Samsung, Nespresso, Nikon, Audi, Apple TV+, Nike and more.

I'd like to think of myself as a strategic thinker, constantly trying to pair relatable human insights with creative ideas.

## CONTACT

✉ sabkhong15@gmail.com

☎ 0483862403

🌐 www.sabkhong.com  
Password: Sab123000

## EDUCATION

Singapore Polytechnic

Diploma in Visual Communications  
and Media Design

## SKILLS

Photoshop

Illustrator

After Effects

Premiere pro

Figma (Basic)

Content strategy

Leadership

## WORK EXPERIENCE

### ASSOCIATE

#### CREATIVE DIRECTOR

2023 - Present

Amplify, Sydney NSW

- Creative direction for global marketing and brand campaigns for brands like Afterpay, Polestar, Apple TV+, Nike
- Led brand activations and experiential campaigns from end to end

### ART DIRECTOR

2022 - 2023

Foxtel, Sydney NSW

- Creative and art direction for quarterly brand campaigns
- Creative strategy to change brand proposition for Foxtel group across their marketing campaigns
- Manage and art directed creative campaigns across Q3/Q4 brand and sports campaigns at Foxtel

### ASSOCIATE CREATIVE DIRECTOR

2021 - 2022

Section Interactive

- Managed a team of 12 creatives, hired new hires, trained and grew existing team of creatives
- Led the social team and oversaw creative campaigns cross the agency
- Growing the business in the social team, finding opportunities to expand the social realm
- Handled growth of key accounts like Playstation, Logitech G, Nikon, Lyf and Livspace

### SENIOR ART DIRECTOR

2020 - 2021

Section Interactive

- Managed a small creative team
- Built content strategy, social content planning and creative conceptualisations for pitches and marketing campaigns.

## ART DIRECTOR

2017 - 2020

Publicis Groupe Singapore

- Social content planning and creative conceptualisations for integrated campaigns.
- Built and led the social team from the ground up for Nespresso, growing a small social accounts to doing integrated regional campaigns over 2 years
- Won global pitches like Disney, Emirates, HPB and Samsung with the larger team

## ART DIRECTOR

2016 - 2017

Duo Studio

- Social media content strategy and planning, building social guidelines, toolkits as well as creative conceptualisation and hands on production work.
- Managed accounts like Disney and Uniqlo

## DESIGNER

2014 - 2016

We Are Social Singapore

- Content planning for social media accounts, creative conceptualisation and production for accounts like Intel, Lenovo and Airbnb