

# Yim Cheng

Associate Creative Director | Art Director

## CAREER SUMMARY

- **Conceptual and innovative Associate Creative Director** with 10+ years of experience building brands in the advertising and design industry, producing award-winning campaigns while achieving exceptional results through creativity and team leadership.
- **A strategic art director** with deep expertise driving innovative projects for Fortune 500 corporations across B2B and B2C audiences. Possesses the ability to ideate and execute customized integrated campaigns for platforms ranging from traditional to digital, social media, and experiential, giving each a unique strategic voice while maintaining consistency in messaging and branding.
- **A visionary storyteller who believes results matter.** Increased engagement rates by 300 percent for a global energy client by switching their brand identity style into a more human, realistic, and deeper storytelling approach across all their social media channels.

## AREAS OF EXPERTISE

- Leadership
- Brand Strategy
- Strategic Communication
- Project Management
- Advertising
- Art Direction
- Graphic Design
- Events Management
- Concepts Creation
- Storytelling
- Content Creation
- Digital Design
- Digital Marketing
- Social Platforms
- Adobe Creative Cloud
- Film Production
- Presentation Skills

“ Yim understands storytelling, as well as the nuances of the craft to build those stories. He is a tireless advocate for his team — always looking to better the junior members. Yim fights for good work and collaborates to find solutions. Yim makes the work better.

— Jake McCabe,  
Chief Creative Officer, Group SJR, WPP

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View my portfolio:  
[yimcheng.com](http://yimcheng.com)

## EDUCATION

SCHOOL OF  
VISUAL ARTS | New York

Bachelor of Fine Arts,  
double major in Advertising  
and Graphic Design.

Student work featured at  
the Art Directors Club,  
the One Show, and  
Graphis New Talent Awards.

OTHER EDUCATION:  
Rogen Inc. Creative  
Leadership Seminar  
Workshop.

LANGUAGES:  
Fluent in English and  
Spanish, Basic Cantonese.

## AWARDS

Silver Effie Award  
Ad Age BTOB Award  
CEBA Award  
The Faxies Award  
AMA ACE Award  
Caples Award

# PROFESSIONAL EXPERIENCE

**YIMCHENG.COM** | New York, NY  
Freelance, Creative Consultant **June 2023 - Present**

**GROUP SJR, WPP** | New York, NY  
Associate Creative Director **Aug 2021 - June 2023**

- Increased the social media engagement rate by 300 percent for our global energy client, ExxonMobil, by adopting a more human, realistic, inclusive and interactive content creation approach across all their social channels.
- Played a key role in elevating the creative quality for all SJR accounts.
- Mentored junior members to improve work/life quality and how to achieve their career goals.

**YIMCHENG.COM** | New York, NY  
Freelance, Creative Consultant **June 2019 - Aug 2021**

- Collaborated with industry-leading agencies such as FCB, Neon, and Area23 on a diverse range of captivating campaign assignments, with a primary focus on the dynamic pharmaceutical sector.

**DIGITAS** | New York, NY  
Associate Creative Director **June 2017 - June 2019**

- Achieved a 146 percent improvement over control marketing tactics for Xfinity Mobile through a range of integrated assignments, including digital, print and direct mail, earning a first-place for creativity in The Faxies Awards.
- Led the creative stage design, promotion, and choreography for “#BoycottNewFront”, a Digitas-sponsored speaker event with a high-level guest speaker panel.
- Other notable clients under my supervision include Samsung, American Express, SunRun.

**YIMCHENG.COM** | New York, NY  
Freelance, Creative Consultant **May 2013 - June 2017**

- Worked with renowned agencies such as Atmosphere BBDO, MRM McCann, DDB, Interplanetary, Havas, The Bloc. Notable clients include Verizon Fios, Cognizant, USPS.

**OGILVY** | New York, NY  
Partner, Associate Creative Director **Jan 2001 - May 2013**

- Led teams to create award-winning work for accounts such as Siemens, IBM and FM Global Commercial Insurance mainly in the B2B sector.
- Other notable clients include American Express, SAP, DuPont, GE Capital, Time Warner Cable, TD Ameritrade, BP and Dove.

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## CLIENTS

American Express  
bp  
Cognizant  
Cologuard  
Committee 100  
Dove  
DuPont  
Exact Sciences  
ExxonMobil  
FM Global Insurance  
FTI Consulting  
GE Capital  
IBM  
Lilly  
McGraw Hill  
Novartis  
Project Grad  
Samsung  
SAP  
Siemens  
SpaceX  
SunRun  
TD Ameritrade  
Thanks For Noticing  
Time Warner Cable  
USPS  
Verizon  
Xfinity