

# CURRICULUM VITAE

Tong Lu ( Kent Lu)

Mobile: +86 18602137956 +1 949 993 7890

E-mail: Kent.luuu@gmail.com www.kenttt.com

www.kenttt.com

Date of birth: 16 DEC 1981

## PROFESSIONAL EXPERIENCE

2007 - 2008, Associate Art Director, TBWA Shanghai, Clients including McDonald's, Adidas, Absolute Vodka, etc.

2008 - 2011, Art Director, JWT Shanghai, Clients including DTC, Bosch, HSBC, Johnson&Johnson, DD Beer, Wyeth, etc.

2011 - 2014, Associate Creative Director, Leo Burnett Shanghai, Clients including Coca-Cola, Lining, Catral, SELECTED, etc.

2014 - 2015, Associate Creative Director, Saatchi & Saatchi Shanghai, Clients including P&G, etc.

2015 - 2018, Creative Director, McCann Shanghai, Clients including Cadillac, Jomoo, etc.

2018 - 2020, Group Creative Director, DDB Shanghai, Clients including Wall's Twist, Hair, GEA, Amway, Nanfu, SAKURA, etc.

**2020 - 2022, Executive Creative Director, DDB Shanghai & Beijing, Clients including Sony Playstation, Hennessy, Unilever Cornetto, etc.**

**2022 -2023, Chief Creative Officer & General Manager, Bates China (Shanghai), Clients including MHD, Hennessy, Johnnie Walker, Cloudy Bay, Cadillac, Asics, etc.**

I'm an art-based creative with 18 years of advertising industry experience. I worked for seven top advertising companies worldwide and started my career in JWT Shanghai, China. Then went to TBWA, LEO BURNETT, Saatchi & Saatchi, McCann, DDB, and Bates.

My clients include luxury, cars, whisky, cognac, FMCG, sports, and video game brands. Through all of these brands, I've gained many different experiences in different of industry.

Also, I attended advertising festivals as a jury member for years. That gave me a globalized vision and connections.

Based on my previous acclaimed awards, I brought in a lot of big new accounts and clients for DDB Shanghai through competitive presentations of creative strategies. My comprehensive understanding of brand targeting, brand reputation, and the updated brand communication strategies under optimal cost control are the reasons why these international brands chose my proposal. Most of the clients were U.S. companies selling a wide range of products, including food, personal care, and home appliances. These clients include **Amway - Nutrilite, Unilever - Fenty Hair, Cornetto, Wall's Twist (Ice cream), GE Appliance, TagHeuer, and Hennessy.**

After two years of creating good works with my dedication and commitment, I was promoted to **Shanghai & Beijing Executive Creative Director of DDB China Group** in 2020 because of my exemplary performance with some key achievements. And in 2021, I was responsible for Sony PlayStation's five advertising and promotion businesses in China. This is the first time Sony Playstation has launched a comprehensive advertising strategy campaign in the Chinese market.

## AWARDS/ HONORS

2020 CAMA (China Advertising Marketing Awards) - Bronze (Public welfare communication) - Haier - Anti-epidemic Posters

**2018 Cadillac “The Beats of Manhattan”**

**2018 China Content Marketing Awards - Gold (Best Communication Effect - Original Short Video) - CADILLAC - 8.8 Seconds**

**2018 China Content Marketing Awards - Gold (Best Creativity - Original Short Video) - CADILLAC - 8.8 Seconds**

**2018 China Content Marketing Awards - Silver (Creativity - Television Commercial) - CADILLAC - 8.8 Seconds**

2018 China Content Marketing Awards - Bronze (Creativity - Copywriting) - CADILLAC - 8.8 Seconds

2018 China Content Marketing Awards - Bronze (Short Film - Best Director) - JOMOO - WALK WITH ME

2018 China Content Marketing Awards - Bronze (Short Film - Best Story) - JOMOO - WALK WITH ME

2017 China 4A - Bronze (Film and Television Broadcasting - TV Commercial - Transportation) - CADILLAC - 8.8 Seconds

2017 China 4A - Bronze (Creative Craft - Film and Television Craft - Best Cinematography) - JOMOO - WALK WITH ME

2017 China 4A - Bronze (Creative Craft - Film and Television Craft Best Music Or Sound Design) - JOMOO - WALK WITH ME

2017 China 4A - Finalist (Creative Craft - Film and Television Craft Best Film Editing) - JOMOO - WALK WITH ME

2017 China 4A - Finalist (Creative Craft - Film and Television Craft Best Director) - JOMOO - WALK WITH ME

2017 China 4A - Finalist (Creative Craft - Film and Television Craft Best Script) - JOMOO - WALK WITH ME

2017 China 4A - Finalist (Film and Television Broadcasting - Online Video - Construction and Decoration)-JOMOO - WALK WITH ME

**2017 International Advertising Awards - Silver( Agency/Work/Film&Television) - CADILLAC - WHERE GREATNESS BEGINS**

2017 Spikes Asia - Finalist (Excellence in Music Video) - JOMOO - WALK WITH ME

2017 China Advertising Great - wall Award - Merit - JOMOO - WALK WITH ME

2017 Longxi Creative Awards - Merit (Film& Broadcast) - CADILLAC - 8.8 Seconds

2017 Longxi Creative Awards - Finalist (Brand Entertainment) - JOMOO - WALK WITH ME

**2016 China Advertising Great - wall Award - Silver - CADILLAC - WHERE GREATNESS BEGINS**

2016 China 4A - Merit - Film and Television Broadcasting - TV Commercial - Transportation - CADILLAC - WHERE GREATNESS BEGINS

2016 China 4A - Merit - Creative Craft - Best Director - CADILLAC - WHERE GREATNESS BEGINS

2016 One Show China Award - Merit (Film & Video) - CADILLAC - WHERE GREATNESS BEGINS

2016 One Show China Award - Finalist / Merit - (Video Direction/Editing/Cinematography) - CADILLAC - WHERE GREATNESS BEGINS

**2013 Coca-Cola “Nike Name Bottle” China**

## AWARD REVIEW EXPERIENCE

2017 Ads Stars Jury

2018 Ads Stars Jury

2018 One Show Jury

2019 One Show Jury

2019 East China Normal University Ads Jury

2020 One Show Jury

2021 Digitaling Awards Jury

2021 Longxi Awards Jury

2021 Effie Awards Greater China Jury

Portfolio Download link:

<https://cowtransfer.com/s/d50962f9711f4a> click link to check [ Kent Lu Portfolio 20230909LRRRR.pdf ] or access [cowtransfer.com](https://cowtransfer.com) and input extract code: n9ttov to check;