

2024



SENIOR COPYWRITER

DHINI DUTA

† Bali, Indonesia
dhiniduta.com

Tell her the good news!
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COPYWRITING EXPERIENCES

TBWA/MAL Singapore

August 2024 - Present

As a freelance Senior Copywriter for Apple.

DDB Worldwide Singapore

April 2024 - August 2024

As a freelance Senior Copywriter for Google APAC.

Toaster Singapore

March 2022 - April 2024

As a freelance Senior Copywriter for Google APAC.

Ogilvy Indonesia

January 2020 - March 2022

Digital campaigns
for Indofood, Nestle, Kraft, and many others.

Havas Jakarta

June 2018 - December 2019

Leveled up to be a Senior Copywriter in July 2019
after the team and I brought home 2 trophies at
Citra Pariwara Award. Made numbers of great works for
Wardah, Emina, Bebelac, Reckitt Benckiser, digibank by DBS,
and Daihatsu Astra.

SORS

July 2017 - April 2018

Took a quick turn to be a Design Assistant in a small boutique
studio and handled multiple graphic designing tasks.

McCann Worldgroup Jakarta

June - July 2017

Spent 2 months freelancing and worked on few campaigns
for Wyeth & Himalaya Herbals.

Ideasphere

December 2016 - May 2017

Developed copy for prints to video materials
for Mitsubishi, Indosat Ooredoo, Orang Tua Group.

EDUCATION

BA (Hons) in Industrial Design

2011-2015

Limkokwing University of Creative Technology
Malaysia

AWARDS

SINGAPORE'S TOP 50 MOST AWARDED CREATIVES

Campaign Brief Asia 2023

Google Play Winterlands Code Hunt

Gold in Viral Video Category
@ Mad Stars 2023

Gold in Direct
Gold in Mobile
Gold in Digital + Online
2 Golds in Experimental + Immersive
@ Campaign Brief The Work 2023

Finalist in Creative Effectiveness
@ One Asia 2023

Gold in Short or Long Form
@ MMA Smarties 2023

Google Voice #YukBukaSuara

Gold in Work for Good
Gold in Culture
@ Campaign Brief The Work 2023

Silver in Brand Purpose
@ MMA Smarties Indonesia 2023

**Daihatsu Ayla
Semua Jadi Asik**
Best of Film
Gold in Film Category
@ Citra Pariwara 2018