
Simon Horn

PERSONAL DETAILS

NATIONALITY	Australian British
VISA STATUS	Australian & British Passport/ Thai work permit.
CONTACT	Simon@bythehorns.studio +66 835076010 Website: bythehorns.studio

PROFESSIONAL MEMBERSHIPS

2008	AWG (Australian Writers Guild)
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EDUCATION AND QUALIFICATIONS

2011	Graduate AWARD School, Sydney Australia
2008	Bachelor of Media & Communications Macquarie University, Sydney Australia
2004	HSC Barker College, Sydney Australia

KEY TRANSFERABLE SKILLS

- 12 years of experience within international full service advertising agencies.
- Creative adaptability through multiple tones of voice, across multiple platforms, for multiple demographics across regions such as AU/NZ, SEA, UAE, KSA, RSA, and South America.
- Experience conceptualising and executing innovative creative strategies that align with business objectives and brand vision.
- Experience shooting, directing and editing short films.
- Abilities in building and maintaining strong client relationships through effective communication, problem solving and presentation skills.
- Experience working with cross-functional teams including strategy, production, and account management, to ensure alignment.
- Track record of developing award-winning creatives ideas and campaigns that resonate with target audiences and achieve desired outcomes.

INFORMATION TECHNOLOGY SKILLS

- Adobe Creative Suite
- Final Cut
- Dreamweaver
- Photoshop
- Adobe After Effects
- Intermediate in C++, HTML & Python
- VEO 3, Runway, Vyond, Dalle-3, OpenAI etc.

MY MANTRA

For me it's all about the 'why'. The 'why' to an observation, and then the 'why' to that answer. Layer after layer I keep peeling away, sequentially asking 'why' until I find the undeniable insight. The often-overlooked human truth. Great ideas are born from the ashes of 'whys'.

WORK HISTORY

June 2024 – Present

Miracles Asia, Phuket
Title: Creative Director

Key Responsibilities

- Spearheaded the brand transformation of Miracles Asia, shifting from generic rehab marketing to emotionally-driven, high-conversion content rooted in real recovery stories.
 - Led creative across all Miracles Asia content, from social media and paid ads to long-form video campaigns and branded series like The MA Experience.
 - Helped build a full-funnel content ecosystem: tone of voice guides, editorial calendars, blog posts, SEO landing pages, and email sequences.
 - Directed, scripted, and edited testimonial films and weekly social videos rooted in lived experience, bringing authenticity to addiction recovery marketing.
 - Ran the U.S. Veterans campaign end-to-end, creating targeted content with former military clients. Combined social and intent-based targeting averaged 7 veteran bookings per month.
 - Increased overall client intake by over 200% in 2024 through consistent creative strategy, emotionally resonant messaging, and data-led iteration.
 - Maintained and updated the Miracles Asia website via Oxygen Builder and custom CSS, ensuring smooth UX across multiple campaigns and seasonal pivots.
 - Collaborated directly with therapists, founders, and former clients to translate complex emotional truths into clear, actionable creative.
 - Diagnosed and resolved digital bottlenecks across CRM, forms, and hosting, quietly becoming the glue behind much of the system's functionality.
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Jan 2021 – Jan 2024

Publicis Groupe (PG One)
Title: Associate Creative Director

Key Responsibilities

- Led the creative direction for major accounts including Oral B, Neurobion, and Vicks.
- Mentored and guided junior creatives, fostering an environment conducive to growth and skill development.
- Delivered talks and workshops on industry topics sharing insights and best practices honed throughout a 12-year career.
- Encouraged innovation by promoting proactive ideas for submission to prestigious award festivals.
- Liaised with clients to understand their needs, present creative solutions, and build strong, lasting relationships.

Key Clients

P&G – Vicks (main account)

360 TVC lead campaigns across various markets including RSA, KSA, ANZ, Thailand, Philippines, and our largest market – India. Creation of proactive ideas such as the next installment of “Touch of Care” and the first ever Vicks scented children’s pop-up book.

P&G - Head & Shoulders

TVCs and Digital for ANZ market. Long form content with cutdowns for broadcast. Continuation of 2020 campaign “Silence your itchy scalp” featuring Dan the Dandruff. Lead a lecture of the importance of sound and sonic nudles for brands, for both agency and client.

P&G - Neurobion

Won pitch. Rollout of ATL and BTL comms throughout 2022 & 2023 across APAC region.

P&G - Fairy Liquid

Launch of new product via TVC and Social campaign.

Miscellaneous – McDonalds, Standard Chartered Bank, Ferrero

McDonalds fries campaign, Ferrero Nutella for Australian market, rebrand of SCB after pitch, plus any work overflow from other teams.

July 2018 - Dec 2020

Title: Freelance Associate Creative Director

**M&C Saatchi Sydney / Hoyne Sydney / Lavender Sydney / WhiteGrey /
The Present Company/ DDB Tribal / Archibald Williams**

Key Clients

American Express

Activations and digital work, mostly eDMs and Newsletters

BWS (Beer Wine and Spirits)

Radio ads for various events during summer. 360 campaign for 2019 brand refresh.

Vodafone

ATL campaigns, Radio, TVC, Online.

Westpac

Website copy, eDMs and DMs

Real Estate

Various brochures, banners, eDMs and long copy print for new developments in the NSW region.

Willie The Boatman Brewery

Packaging, website, and in-store copy.

Audible

Activation campaign for Occult podcast.

Southern Comfort

Summer campaign ideation for new product.

Volkswagen

Rewriting entire VW website in accordance to the 2020 Volkswagen tone of voice.

Google

BTL and ATL promoting Google tools, such as Think with Google and Google ads

Jan 2016 – Jun 2018

TBWA, Singapore
Title: Senior Copywriter

Key Responsibilities

- Copy lead for Lexus, Playstation and Wrigley
- Copy lead and social media management for Go Daddy.
- Weekly proactive / pro bono work for current clients, for admission into award shows.
- Development of digital campaigns for MasterCard, Go Daddy, Spotify, Singapore Tourism and Wrigley
- Copywriter (churn and burn) for Agency's biggest account: Standard Chartered Bank.

Key Clients

Standard Chartered

Event based campaigns such as the Great Singapore Sale.
Hundreds of product focused print and banner ads.
Development of product focused TVCs

Playstation

Creation of the Play Everything campaign, including mostly digital executions and sustenance content.

Wrigley

Packaging and in-store/digital campaigns for China and India markets. Products included Extra and Doublemint.

Spotify

Digital ads targeting specific demographics, from EDMs to Banners to Outdoor.

Lexus

Experiential and digital 360 campaigns for the LC500 and other car launches.

Peccavi Wine

Copy for the website, radio concepts, and limited edition bottle packaging.

Sept 2014 – Jan 2016

JWT, Singapore
Title: Copywriter

Key Responsibilities

- Copy and creative lead for Bayer account, including Berocca and Redoxon.
- Creating online content and 360 campaigns for Berocca and Redoxon.
- Weekly proactive / pro bono work for current clients.
- 360 digital campaigns for F&N drinks across multiple products.
- Development of social media content across all clients.

Key Clients

Bayer

TVC and 360 campaign development for both Berocca and Redoxon

F&N

Creation of 360 campaigns, mostly digital, across a multitude of products such as Nutrisoy and Oishi Green Tea.

Pizza Hut

Print ads and social media campaigns based on seasonal events

Changi Airport

Ongoing experiential installations based on events such as the launch of Star Wars

Wolf Blass & Penfolds

In-store communications, print ads and promotions.

Schick

Conceptualisation and creation of TVC.

Feb 2014 – Sept

GPY&R, Sydney

Title: Freelance Copywriter

Key Responsibilities

- Writing across all accounts (Jagermeister, LG, Colgate, Revlon, NSW Maritime)
- Formulation of ideas and strategy in accordance to a brief.
- Weekly proactive / pro bono work for current clients, for admission into award shows.
- Conceptualising and writing for various pitches to obtain new business, such as Sydney Power.
- Writing across a multitude of mediums such as radio, TVC, print, outdoor, online and offline, activation and stunts.

Key Clients**LG**

Lifeband TVC script writing and conceptualisation. Conceptualisation and copywriting for New Sapience Washing machine Print Ad.

NSW Maritime

Creation of concepts and copy for "Wear a Lifejacket Campaign" involving Print, Outdoor, Activation and Digital.

Laughing Cow cheese

Creation of concepts and copy for TVC still in production.

Revlon

Copy for print and editorials exhibiting new range of lip gloss.

Jagermeister

TVC and online script writing and conceptualisation.

Sep 2012 – Jan 2014

LOWE, Singapore

Title: Copywriter & in-house video editor.

Key Responsibilities

- Writing for Lowe's 3 biggest accounts (i.e OMO, Clear, and Citra)
- Formulation of ideas and strategy in accordance to brief.
- Weekly proactive / pro bono work for current clients, for admission into award shows.
- Editing rough cuts, when needed, for proactive work and TVC adaptations.
- Writing across a multitude of different cultures and demographics, such as Vietnam, Turkey, South America, Philippines, etc.

Key Clients

(UL) Clear Shampoo

TVC script writing and conceptualisation. Conceptualisation and copywriting for radio, editorials and print.

(UL) OMO / Persil / Breeze / Rinso

TVC conceptualisation and script writing. Creation of concepts for Radio, Outdoor, Activation and Digital.

(UL) Knorr

Copy for editorials, print ads and key visuals.

(UL) Sunlight dishwashing liquid.

TVC script writing. Copy for key visuals and print ads.

(UL) Citra

Concept creation and TVC script writing.

(UL) Closeup

Pack copy. Script writing and conceptualisation of TVC/Music videos for Closeup Nigeria.

AWARE

Concept creation of proactive radio spots for domestic abuse.

KIRIN

Editing for energy drink TVC.

PERSONAL INTERESTS

Reading (18-19th century literature, fantasy), Sailing, Surfing, Tennis, Football, Film, Travel.

REFEREES

Hagan De Villiers

Executive Creative Director
TBWA Singapore
Phone: (provided on request)

Dominic Stallard

Chief Creative Officer
PWC Singapore
Phone: (Provided on request)