

JOSEPH JOHN SANTARINA

CREATIVE PRODUCER

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SOUTHEAST ASIA

PROFILE

Driven by his strong passion for craft, Jeigh finds utmost fulfilment in seeing creative ideas come to life - from draft to craft, from vision to execution and from script to the screens.

As a Senior Producer with over 20 years of industry experience, Jeigh's passion is to elevate the level of creativity through excellence in all aspects of production. He honed his technical expertise and craft within the Asian communications industry having had stints in several countries - The Philippines, Vietnam, Thailand, and Singapore.

His body of creative work features diverse brands and product categories, across regional and global markets such as APAC, Africa and North America. Hyper focused on creative quality with an obsession to detail, Jeigh is also a collaborative partner who knows how to think quickly on his feet in solving challenges that inevitably arise in any projects.

As a result, Jeigh consistently delivers work that he and his Creative and Business teams are proud of. Done without sacrificing the clients' ultimate business goals - from fresh brands gaining market awareness to mega-brands making a statement. Jeigh is one of the few specialists in the beauty and lifestyle categories within the Publicis Groupe in Southeast Asia (2,000 pax).

If not on a shoot, you will find Jeigh traveling the world, achieving fitness goals in a Crossfit gym. He also finds time to do volunteer work for environmental care and have tremendous interest in fashion as his other creative outlet.

SUMMARY OF SKILLS

Broadcast / Content Production
Commercial Photography
Animation / Post Production
Project and Account Management
Operations Management
Creative Management

OTHER SKILLS

Copywriting
Fashion Styling

EXPERIENCE

SENIOR INTEGRATED PRODUCER / BROADCAST PRODUCER

Prodigious Worldwide (part of Publicis Communications Groupe)

Singapore

April 2018 – December 2023

- Led the production of over a hundred campaign assets (Motion and Stills) with internal agency and external stakeholders across a breadth of brands and FMCG categories.
- One of the lead Producers for Publicis Premiere and PGOne – Publicis' bespoke specialist agency for major skin-care brands (SK-II and Olay) – a multi-million US dollar business unit.
- Planned productions with efficiencies by engaging appropriate business partners, talents, tools, and processes. Ensuring creative quality within budget and project schedule.
- Efficiently managed multi-million US dollar (>1.5M US\$) global production while also dealing with lower range budgets (<100K US\$) with high quality expectations.

Achievements:

[Vicks "Where Joy Lives" - South Africa](#) – 2 Bronze from Spikes 2020 for Film Craft. Silver and 2 Bronze from Singapore Gongs Awards 2021.

[McDonald's - Samurai & Ninja Burger](#) - Gold from MARKies Awards Singapore 2024 for Most Creative – Social Media

[Joy OFW #ShareAMomentofJoy - Philippines](#) - Won Bronze from Asia Pacific Tambuli Awards 2019 for Family Centred Brand.

[SK-II Skin Power - All Angles](#) – Radical approach on beauty shot. Highest performing copy for SkinPower that resulted to almost 200% increase in sales.

Accounts:

Procter & Gamble, Expedia, McDonald's, Abbott, Health Promotion Board, Lazada

PROJECT & BUSINESS DIRECTOR / REGIONAL INTEGRATED PRODUCER

Havas Worldwide

Bangkok, Thailand

April 2015 - December 2017

- Hybrid and cross-functional role as Regional Integrated Producer and Regional Account Director.
- Led development and delivery of campaigns with interdisciplinary agency teams in Bangkok and Manila. Managed ideation to execution and production.

- Co-developed project management workflow and streamlined internal work process specific to Netflix business. Led the transcreation of digital assets (title artworks) for Thai market.
- Increased project profitability of assigned accounts by ensuring all projects (both retainer and new business clients) generate 20% to 40% profit margin.

Achievement:

[Hershey's Cookies and Chocolate](#) [Hershey's Cookies and Creme](#) - Mumbrella 2017
Finalist for Creative Effectiveness.

Accounts:

The Hershey Company, Netflix, Reckitt Benckiser, Samsung, Bic Asia, HMD Nokia

SENIOR REGIONAL PRODUCER

Animated Storyboards

Bangkok, Thailand & New York City, USA

October 2012 – February 2015

- Led a specialized team of Animation Directors, Designers and Producers in developing Test Commercial Production for advertising and research purposes. Produced over 200 animatics.
- Together with the business development team, was responsible for an unprecedented increase in volume of work by 150% since involvement.
- Contributed to the expansion of operations and service by building an internal audio department which led to overall improvement of project management and profitability.
- Facilitated trainings and skills development for newly hired Producers to ensure that all projects were handled according to the company's unique workflow and procedure.

Achievement:

Promoted to Senior Producer (with compensation adjustment) 3 months into the role right after probation.

Accounts:

Unilever, Coca-Cola, Procter & Gamble, Anheuser-Busch, Nestle, Mondelez International

EXECUTIVE PRODUCER

Shooting Gallery Asia

Ho Chi Minh City, Vietnam

March 2008 – October 2012

- Assisted the Group Executive Producer and Senior Executive Producer in

- day-to-day operations and end-to-end project management.
- Managed a group of in-house production team and freelancers to ensure project requirements were delivered according to brief, schedule and budget.
 - Collaborated with Senior Executive Producer in marketing and sales by cultivating new businesses and retaining existing clients.
 - Helped the company increase its monthly project volume by double the average. From 1 to 2 monthly projects to 4 to 5 business wins.

Accounts:

Toshiba, Honda Motorcycles, Vinaphone, Mobifone, Kinh Do, Coca Cola, MTV Asia, Nestle Vietnam, Rohto Mentholatum Vietnam, Parkson, EcoPark, Ajinomoto

OTHER POSITIONS

JUNIOR PRODUCER / ART DEPARTMENT CO-HEAD (Head Stylist)

CréaTV

Ho Chi Minh City, Vietnam

April 2006 – February 2008

COPYWRITER

Workshop One

Bighead

Creative Stuff, Inc.

Manila, Philippines

October 2003 – April 2006

EDUCATION / CERTIFICATE

Bachelor of Arts in Communication

Far Eastern University

Manila, Philippines

2003

Fashion Image and Styling

Istituto Marangoni

Milan, Italy

2022

Fashion Styling for Media

Bangkok FA – Fashion & Arts School

Bangkok, Thailand

2017

INTEREST

Travel, Ultimate Frisbee, Crossfit Training, Snowboarding, Holistic Health, Fashion Styling, Volunteer Work

REFERENCES

Lou Dela Peña

Former CEO – Publicis Communications Groupe (Singapore)

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Joanne DeRozario

Managing Director – Prodigious Worldwide (Singapore)

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Tina Jodhi

Head of Production – Prodigious Worldwide (Singapore)

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