

ATHINA AFTON LALLJEE

Associate Creative Director

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"I know who I was when I got up this morning, but I think I must have been changed several times since then."

WORK EXPERIENCE

McCann Toronto

Associate Creative Director - Copy

- Currently serving on Skip the Dishes, Kids Help Phone and a few fun things in between.

March 2021 – Present | Toronto, Canada

Memac Ogilvy

Head of Creative Content - Social Hub

- Oversaw the activities of our clients' social and creative content, working with the agency's Creative and Social teams. This included the entire creative process, from receiving briefs and evaluating them, to ideation and/or reviewing the team's ideas, client presentations and production.
- Created quality always-on content while also working with the agency's Creative teams to develop the social components of integrated ad campaigns and pitches.
- Managed a team of 6 social-first creatives across multiple disciplines including copy, design, animation and original video content.
- Our client list covered 12+ brands across food, automotive, retail, banking, government services and health. This included KFC, IKEA, Lexus, Volvo, HSBC, and M&S London.

June 2019 – December 2020 | Dubai, United Arab Emirates

Grey MENA

Senior Creative

- Lead creative on Panadol (GSK), Downy (P&G), and Abu Dhabi Motors, amongst other local clients.
- As part of a relatively small creative team, I worked closely with my partner to manage key clients and lead creative pitches that came our way.

November 2015 – May 2019 | Dubai, United Arab Emirates

Young & Rubicam

Copywriter

- Lead writer on Coca-Cola and Mall of the Emirates.
- Other brands included American Garden, Areej and Emaar Properties.
- Key projects: Wish Upon a Coke, Hello Happiness Phone Booth and Taking Home Happiness – all for Coca-Cola's South Asian Brand Love initiative.

July 2012 – October 2015 | Dubai, United Arab Emirates

JWT (J. Walter Thompson)

Junior Copywriter, Intern

- Worked as an intern, and later freelancer, on and off for 1 year.
- Key brands included Kraft and Philadelphia cheese, Sunsilk (Unilever), and Clean & Clear (J&J).
- Projects included digital copywriting, all-round conceptualisation and BTL writing.

May 2011 – June 2012 | Dubai, United Arab Emirates

EDUCATION

Humber College

BAA Creative Advertising

September 2008 - August 2012 | Toronto, Canada

Cambridge International School

IGCSE & A Level

Literature, Art & Media Studies

September 2002 - June 2008 | Dubai, United Arab Emirates

LANGUAGES

English *Fluent*

Hindi *Enough to order some biryani*

SHINY THINGS

2022

One Show | Film Shortlist – Grown-up Problems (Kids Help Phone)

2019

D&AD | Shortlist – Never Gets Old (LEGO)

2018

Cannes Lions | Print Silver – Never Gets Old (LEGO)

Lürzer's Archive Feature | Never Gets Old (LEGO)

Communication Arts Feature | Never Gets Old (LEGO)

Dubai Lynx | Print Bronze – Never Gets Old (LEGO)

Dubai Lynx | Healthcare Shortlist – Exposing Big Sugar (Ministry of Health & Prevention)

Campaign Magazine ME | Top 10 Digital Campaigns 2018 – Panadol Virtual Pain Killers

2017

Dubai Lynx | Design Grand Prix – Veils of Pride (Tathqeef)

Cannes Lions | Print Bronze – Veils of Pride (Tathqeef)

Campaign Middle East | Faces to Watch – Under 30

2016

Dubai Lynx | PR Silver – Taking Home Happiness (Coca-Cola)

2015

Dubai Lynx | Branded Content Grand Prix – Hello Happiness Phone Booth (Coca-Cola)

Dubai Lynx | PR Grand Prix – Hello Happiness Phone Booth (Coca-Cola)

New York Festival | Design & Branded Entertainment – Hello Happiness Phone Booth (Coca-Cola)

MENA EFFIE | Shopper Bronze – Wish Upon a Coke (Coca-Cola)

Cannes Lions | Media Shortlist – Taking Home Happiness (Coca-Cola)

2014

Cannes Lions | Outdoor Bronze – Hello Happiness Phone Booth (Coca-Cola)

Cannes Lions | Design Shortlist – Hello Happiness Phone Booth (Coca-Cola)

2013

Dubai Lynx | Design Shortlist – The Adventure Card (Land Rover)

References available upon request.