

THESHIGEN NAVALINGAM

CREATIVE HEAD/
COPYWRITER

HUMBLE, GRATEFUL & DARING!



About Me

I believe everyone has the potential to do great things—sometimes they just need a little nudge. For me, leadership isn't about being perfect; it's about helping people grow, and overcoming challenges as a team. If you're looking for a creative leader who values humility, teamwork, and doing great work (without the ego), let's talk!

Education

Diploma in Information Technology
APIIT

2004 - 2007

Skills

Concept Development
Brand Storytelling
Social Media & Content Strategy
Copywriting
Creative Leadership

Achievements

- 1) Conceptualized Mitsubishi Motors Malaysia's XPANDER owner's club, XPANAUTS. A first for an automotive brand.
- 2) Worked on award-winning festival videos for Mitsubishi Motors Malaysia, winning four years in a row.
- 3) Contributed to Harvey Norman's biggest 11.11 online sales.
- 4) Wrote the script for Audi Malaysia's first video campaign, Land of Quattro.
- 5) Conceptualized one of Penang's most unique mall launches with Gurney Paragon Mall.

Latest Experience

Creative Head

Cogent Ideas | 2019 - 2025

- Set standards for copy and helped conceptualise a wide variety of regional campaigns. Provided clear guidance to the creative team.

e-commerce Content Manager

Harvey Norman | 2017 - 2018

- Led a team of content writers to upload thousands of SKUs onto Harvey Norman's e-commerce platform for MY & SG.

Copywriter - Creative Group Head

Cogent Ideas | 2012 - 2018

- Worked with international brands from Audi, Kia, Peugeot, LEGOLAND, to Chubb Insurance from a copywriter to becoming a Group Head.

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CONTACT

+6014-3254096
panzer206@gmail.com
www.linkedin.com/in/theshigen
www.theshigen.com