

# 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.



[WATCH MY COVER VIDEO](#)

## CONTACT

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