



REY TIEMPO

Chief Creative Officer | Creative Gaming & Integrated Marketing
Philippines | APAC | Global

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PROFESSIONAL SUMMARY

Award-winning Chief Creative Officer with 20+ years of experience leading integrated marketing, creative transformation, and innovation across global networks (Publicis Groupe, VMLY&R, Dentsu, BBDO, Leo Burnett). Recognized as a Top 100 Global Creative Leader and #1 Creative Director in the Philippines, with work awarded at Cannes Lions, D&AD, One Show, Clio, and Spikes Asia. Pioneering Creative Gaming ecosystems and redefining how brands authentically participate in gaming culture across APAC.

PROFESSIONAL EXPERIENCE

Founder & Chief Creative Officer | Co-Op Play | 2024-Present

Built a Creative Gaming Ecosystem agency across APAC
Developed proprietary frameworks for scalable brand gamification
Driving partnerships with 50+ brands across 10+ markets

Head of Creatives, Experience & Innovation | Publicis Groupe | 2021-2024

Won new businesses driving exponential growth

Chief Creative Officer | VMLY&R | 2017-2021

Elevated global creative reputation, contributing to award wins and new business growth across key markets

Executive Creative Director | Dentsu | 2014-2017

Generated record-breaking year-on-year revenue growth

Creative Director | BBDO | 2006-2014

Client retention rate of 90%+ across the biggest accounts

CORE SKILLS

Creative Leadership, Integrated Marketing, Brand Strategy, Digital Transformation, Gaming & Esports Marketing, Community-Led Growth, APAC & Global Market Leadership, P&L Ownership, Business Growth, Revenue Impact, Client Leadership, Stakeholder Management, Transformation Leadership, Innovation Strategy

INDUSTRY LEADERSHIP & JURY PARTICIPATION

London International Awards
(2025, 2026)

ADFEST
(2016, 2024)

APAC Effies
(2018-2026)

Spikes Asia, ADC Awards, MAD Stars, Boomerangs, Kidlat Awards, Creativepool

SELECTED AWARDS & RECOGNITION

Grand Prix / Top Honors
Spikes Asia Grand Prix (2x)
Gaming, Brand Experience

Grand Prix of the Year
MAD Stars, Gaming

Best in Discipline (3x)
ONE Asia, Gaming

Best of Show
Boomerangs, Gaming

Global Recognition
Cannes Lions (Silver, Bronze)
Clio (Silver, Bronze)
ADFEST (Gold, Silver, Bronze)

THOUGHT LEADERSHIP & INDUSTRY IMPACT

Creator & Founder

Game On (Gaming x Marketing platform)
2022-Present

Created APAC's first Gaming x Marketing content platform

Partnered with regional publications and global platforms

Creator

In-Game Ads Awards

First and only industry awards of its kind that recognizes the creativity of totally fictional ads for totally fictional brands, as judged by globally-recognized creatives

Speaker: SXSW 2025, 2026; Cannes Lions Live, ADFEST, London International Awards, Beijing 4A, Digital Marketing Association of Sri Lanka, Malaysia Kancil, eTail Asia

Former President

Creative Guild of the Philippines

EDUCATION

Cum Laude

Bachelor of Arts in

Comparative Literature

University of the Philippines
1995-1999

REY TIEMPO

**Business leader driving growth through
Creative Gaming and Innovation**

Led teams of 150+ creatives across APAC
Delivered campaigns reaching millions of users
Built platforms with 1M+ audience engagement

