

# Anirudh Shiva.

CREATIVE LEAD | COPYWRITER

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## Career Experience

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| <b>Creative Lead: Gospooky Amsterdam</b><br>Currently leading the JBL Europe, UK and Germany social accounts.<br>Responsible for the output of a 20+ people team across strategy, creative, community management, media, development and game design.           | June 2023 – Current |
| <b>Creative Lead: Boomerang Amsterdam (Publicis)</b><br>Led the Heineken Global & Germany accounts on social. At the time I helped develop many award-winning campaigns, overlooked a broad team and played a key role in the agency's new business approaches. | Dec 2021 – May 2023 |
| <b>Senior Creative: Superheroes Amsterdam</b><br>Led campaigns across multiple global clients like Zalando, Lenovo and Momentum Bicycles, while mentoring junior creatives and designers.   | Mar 2020 – Dec 2021 |
| <b>Senior Creative: Freelance (Dubai)</b><br>Helped improve the strategic and creative output for key clients like KFC, BMW and MINI within stellar agencies like Ogilvy and Serviceplan ME.  | Nov 2018 – Feb 2020 |
| <b>Senior Copywriter: Leo Burnett Dubai</b><br>Developed global and local campaigns for the agency's top clients: Du Telecom, Samsung, Emirates NBD, Emirates Airlines and Spotify. Mentored several juniors along the way.                                     | Oct 2017 – Oct 2018 |
| <b>Copywriter: JWT Dubai</b><br>Created multiple effective campaigns for clients like HSBC Bank, Fanta, Bentley, Nike, Kinokuniya Bookstores.   | May 2015 – Jul 2017 |
| <b>Copywriter: The Republic Mumbai</b><br>Got my first taste of the ad world and created exciting campaigns for Harley-Davidson, Jean-Claude Biguine and Diesel Jeans.  | Dec 2010 – Aug 2011 |
| <b>Image Executive: Perfect Relations Mumbai</b><br>Managed press releases, content pieces and media correspondence for large-scale clients like Godrej and Fiat.   | Jun 2009 – Aug 2010 |

## Awards

Cannes Lions, Eurobest, New York Festivals, The Webbys, The Lovie Awards, Dutch Creativity Awards, Dubai Lynx, MENA Effies, D&AD New Blood, European Excellence Awards, Sound+Music Awards

## Education

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| Copywriting: The Creative Circus Atlanta | Jun 2012 – Sep 2014 |
| M.A (Psychology): University of Mumbai   | Jun 2007 – Jun 2009 |

## Languages

English, Hindi, Swedish (B1 Level), Dutch (A2 Level)

## Skills

Adobe Creative Cloud (Photoshop, Illustrator, After Effects, Premier Pro), Microsoft Suite (Word, Excel), Google Suite (Docs, Slides, Sheets), Airtable, Emplifi, Miro, Slack, Keynote, Canva, Midjourney