

Gareth Mankoo

#CreativeDirector #DXB

- A digital-native Creative Director with 17 years of experience
- Leading Creative at Campaign MENA Social Media Agency of the Year, LPS Brands, ex-Ogilvy, ex-DDB
- Natural flair for copywriting, strategy, visualizing, and delivering compelling presentations
- Managed large cross-functional teams of designers, writers, coders, and social media analysts
- An advocate for the democratization of content in the anarchy of short-form video



Work Experience



Creative Director
2022 - Present

Leading pitch-winning and Creative Delivery teams for Dubai Chambers, Dubai Taxi Corp, Dubai Silicon Oasis, Dolby MENA, Zayed University, Coffee Planet, ToysRUs, Sharjah Publishing City FZ, Aster Optical, RSA Insurance, and more.

[Read More](#)



Creative Director
2018 - 2022

Functioned as the Creative Digital SPOC and internal consultant for all functions within the Group. Worked as a creative liaison between brand digital partners, platform stakeholders, and Ogilvy teams.

[Read More](#)



Branch Head
2016 - 2017

Was responsible for the Creative output, Account Management, BD, P&L, and Recruitment for the Mumbai Branch of the agency. Reported to the Founder to realize the agency's vision.

[Read More](#)



LOB Head
2012 - 2016

Joined the research firm with great curiosity for the power of insights as a Content Writer and set up a Creative wing to put industry research into action. Managed P&L, staffing, client retention, and BD.

[Read More](#)



Copywriter
2010 - 2012

Copywriter for (RAPP), the Direct Marketing wing of DDB, creating compelling copies for Tata Communications (B2B and internal communications), Hewlett Packard, and Standard Chartered Bank.

[Read More](#)

Network 18

Features Writer
2007 - 2010

Started on the "brand's side" with one of India's biggest media houses. Interviewed celebrities, wrote snackable content before it was a thing, and blogged for a living.

[Read More](#)

Highest Education

- Master of Science (Information Technology)
2007, University of Mumbai


Other Vocations


- Contributing Sub-Editor
LuxuryLaunches.com
2005 - 2022
- Blog Contributor
Logo.com
2022 - 2023
- Singer, Lyricist, Composer
SpikedCrib
2006 - 2016


Awards


[View awards and recognition](#)

Contact Info

 [+971 50 982 5676](tel:+971509825676)

 garethm85@gmail.com

 garethmankoo.com

 Dubai Silicon Oasis

