



gareth mankoo

Creative Director

Dubai, UAE

garethmankoo.com

briefly

A **digital-native** creative with 18 years of experience. Leading Creative at CampaignME Social Media and Influencer **Agency of the Year** - LPS, ex-Ogilvy, ex-DDB. Natural flair for **copy, strategy, visualizing**, and delivering compelling presentations. Self-trained to optimize querying for **AI storytelling** and new tech. Managed **large cross-functional teams of designers, writers**, and digital technologists. An advocate for the democratization of content in the anarchy of **short-form video**.

work

2022 **Creative Director**

Present LPS, Dubai

Leading all things creative at two-time Social Media Agency of the Year (Campaign Middle East), Responsible for creative and production output, strategic thinking, business development, and sailing through hustle with an occasional sprinkle of inspiration.

2018 **Creative Director**

2022 Ogilvy, Mumbai

2016 **Creative Head**

2018 Windchimes, Mumbai

2012 **Creative Head**

2016 Netscribes, Mumbai

2010 **Copywriter**

2012 DDB, Mumbai

2008 **Copywriter**

2010 Network18, Mumbai

logos

Dubai Department of Economy and Tourism | Ajmal Perfumes
Carrefour KSA | Wasl | Jollibee
Standard Chartered Bank
Vodafone | Sanofi | Yes Bank
Dubai Silicon Oasis | Nysaa | Abbott
Coffee Planet | Zayed University
Del Monte | Dolby | Firehouse Subs
Liva Insurance | Welspun | Goody KSA
Skechers | Dabur Herbal | Mitsubishi

contact

+971 50 9825676

garethm85@gmail.com

Dubai Silicon Oasis, Dubai, UAE

Born: Mumbai, India, March 1985

www.linkedin.com/in/garethmankoo

off work

Thumb-twiddling | Chauffeuring

Feline therapy | Play-button pushing

AI experimentations | Short stories

academic

Master of Sciences

2007 **(Information Technology)**

Mumbai University

triumphs

Campaign Middle East

2024 Influencer Team of the Year

2023, 2022 Social Media Agency of the Year

2023 Production Team of the Year

Indian Marketing Awards

2022 Gold for #ReadyForNext by Vodafone

India DG+ Awards

2019 Best B2B Campaign, Vodafone

2018 DMA Echo Asia Awards

Best Use of Video, Vodafone

CMO Asia

2017 Best Twitter Campaign, ITC Hotels

2016 Best Twitter Campaign, Yes Bank