



# Gareth Mankoo

## Creative Director

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## About Me

An integrated marketing Creative Director with 15+ years of advertising experience across geographies, industries, and formats. I have led all things creative at Campaign Middle East Agency of the Year, LPS, ex-Ogilvy, ex-DDB; managed annual portfolios of AED 30M+.

I'm an experienced copywriter, visualizer, brand strategist, and client liaison. My creative philosophy, "*Content means Happiness*", is an adage that inspires me to create work that is more palatable, acceptable, and sellable in the world of democratized content creation.

## Skills and Core Competencies

Creative Direction

Storytelling

Strategy

Brand Governance

Communication

Public-Speakng

Stakeholder Liaising

B2B, B2C, B2G

Copywriting & Visualizing

Production

Tech, Gaming, and AI

Team Building

Mentorship

## Work Experience

### Creative Director

Aug 2022 – Sep 2025

LPS, Dubai

- Creative custodian for a pan-agency group, leading the agency to multiple MENA-level awards while driving people and profit growth.
- Led creative and strategic output for AED 30M+ in business portfolios, expanding the agency's scale, capabilities, and regional stature.
- Implemented new-age approaches across AI-enabled workflows, gaming campaigns, native storytelling, and lean brand strategy, delivering CTRs of >5%.
- Built and nurtured long-term client and partner relationships through creative solutions designed to convert.
- Elevated brand storytelling for Ajmal Perfumes, Dubai Department of Economy and Tourism, Dubai Chambers, Wasl, Dubai Silicon Oasis, Carrefour KSA, Coffee Planet, Abbott Pharma, Dolby MENA, and Jollibee.

### Creative Director

May 2018 – Jul 2022

Ogilvy, Mumbai

- Served as Digital Creative Group Lead for high-value global accounts including Vodafone (India and UK), Sanofi, Unilever, P&G (Singapore), and Welspun Group.
- Played a key role in building Ogilvy's digital creative offering during its convergent phase, shaping teams, workflows, and creative output.
- Successfully launched India's biggest telecom merger amid the pandemic.
- Partnered closely with media and platform teams to ensure ideas were conceived for behavior, not just distribution.

### Creative Branch Head

Aug 2016 – Dec 2017

Windchimes Communications, Mumbai

- Headed the Mumbai branch's creative and strategic output, balancing team leadership, client trust, and business growth.
- Shaped creative strategy and campaign concepts across award-winning digital, social, and influencer-led work.
- Managed Yes Bank, Organic India, McDonald's, Flipkart, and Digital India.

### Head of Creative and Content

Sep 2012 – Aug 2016

Netscribes, Mumbai

- Built and managed cross-functional teams across creative, research, and technology to translate real-time insights into actionable creative campaigns.
- Delivered high-quality output across ORM, creative, and tech engagements, maintaining a 4.5/5 CSAT score through data-informed decision-making.
- Led creative and content initiatives for enterprise clients including Tata Group, TCS, Axis Bank, Future Group, HDFC Bank, and Aditya Birla Group.

### Senior Copywriter

Sep 2010 – Sep 2012

DDB, Mumbai

- Developed copy and ideas across digital, social, and direct marketing campaigns, including agency-first Facebook work for Emerson Climate Technologies and McDonald's.
- Played a key role in shaping award-winning direct marketing and integrated ideas for Tata Comms, Standard Chartered Bank, HP, Emerson, and McDonald's.

## Education

### Master of Sciences

Information Technology

University of Mumbai

2005 – 2007

Coding, logical reasoning,  
self-learning, modelling,  
querying, laws and patents.

## Certifications

### Asana Training,

Asana – May 2025

### Meta Certified Creative Strategy Professional

Meta – Nov 2024

### Leadership Training Program

Corina Cross – Jul 2024

## Vitals

### Date of Birth

March 1, 1985

### Citizenship


Indian

### Status

Married

### Notice Period

2 Weeks

 03 Ned Residences,  
Jumeirah Village Triangle,  
Dubai, UAE

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## Creative Impact

Led Ajmal Perfumes’ **French fragrance go-to-market campaign**, achieving 33M+ reach, 40% growth in first-time buyers, 500% YoY price range expansion, and winning **Retail ME Best Brand Campaign 2025**.

**Repositioned Coffee Planet** as a B2B2C specialty brand, delivering 3.7M+ impressions, earning it the title of **UAE Superbrand in 2023**.

Executed Wingstop’s **market entry in KSA and Kuwait**, activating 150+ influencers, generating 2,500+ assets, and **200% audience growth**.

Delivered Dabur Fruitamins’ **TikTok-first disruption**, generating 12.7M+ views, driving **30% sales growth**, and a Top 20 Amazon ranking.

Launched **Chupa Chups’ first global physical retail store** launch at Mall of the Emirates, delivering **658K+ clicks** through omni-channel campaigns.

Conceptualized a Dubai Department of Economy and Tourism **multi-culinary campaign** (@VisitDubai), achieving **22.23M+ TikTok views**. Changed the client stakeholder’s perspective of advertising about Dubai from being only about visitors to including residents and visiting professionals.

Designed and executed **omni-channel FMCG and F&B campaigns** that boosted in-store traffic and delivered **30%–58% sales uplift**, strengthening conversion and retail performance.

## Awards

### Smarties MEA 2025

- Ajmal Perfumes “The Untold Stories” – Bronze, Social Media Marketing
- Dabur Vatika “What’s Your Flavour” – Gold, Small Budget, Big Impact
- GoodyCo KSA Treva “She Knows Best” – Gold, Short or Long Form Video

### Campaign Middle East

- Social Media Agency of the Year, LPS (2022, 2023)
- Producer Team of the Year, LPS (2023, 2025)
- Influencer Team of the Year, LPS (2024)

### Netty Award

“Snow In Dubai” (TikTok) for Dubai Department of Economy and Tourism (2024)

### DG+ Awards

Best B2B Campaign for Vodafone India (2019)

### DMA Asia Echo

Best Use of Video in an Integrated Campaign, Vodafone (2018)

### Indian Marketing Awards

Gold, Vodafone’s “#ReadyForNext” Campaign (2022)

### CMO Asia

Best Twitter Campaign: YES Bank’s #IndiaBoleYES (2016)

## References

Available on request.