



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-Speaking

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.

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.

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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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.