

Anirudh Shiva.

CREATIVE LEAD | COPYWRITER

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Career Experience

Creative Lead: Gospooky Amsterdam

June 2023 – Current

Currently leading the JBL Europe, UK and Germany social accounts. Responsible for the output of a 20+ people team across strategy, creative, community management, media, development and game design.

Creative Lead: Boomerang Amsterdam (Publicis)

Dec 2021 – May 2023

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.

Senior Creative: Superheroes Amsterdam

Mar 2020 – Dec 2021

Led campaigns across multiple global clients like Zalando, Lenovo and Momentum Bicycles, while mentoring junior creatives and designers.

Senior Creative: Freelance (Dubai)

Nov 2018 – Feb 2020

Helped improve the strategic and creative output for key clients like KFC, BMW and MINI within stellar agencies like Ogilvy and Serviceplan ME.

Senior Copywriter: Leo Burnett Dubai

Oct 2017 – Oct 2018

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.

Copywriter: JWT Dubai

May 2015 – Jul 2017

Created multiple effective campaigns for clients like HSBC Bank, Fanta, Bentley, Nike, Kinokuniya Bookstores.

Copywriter: The Republic Mumbai

Dec 2010 – Aug 2011

Got my first taste of the ad world and created exciting campaigns for Harley-Davidson, Jean-Claude Biguine and Diesel Jeans.

Image Executive: Perfect Relations Mumbai

Jun 2009 – Aug 2010

Managed press releases, content pieces and media correspondences for large-scale clients like Godrej and Fiat.

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

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