Anirudh Shiva.

CREATIVE DIRECTOR | COPYWRITER

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Career Experience

Creative Director: Superheroes Amsterdam — Sep 2025 - Current
Currently heading the creative department at Ad Age's 2025 Small Agency of the Year. Primarily responsible for shaping and executing the agency vision, strategically guiding partners, and delivering long-term equitable impact. The agency roster includes Van Leer Foundation, Lenovo, Polaroid and Mondelez.

Creative Lead: Gospooky Amsterdam — Jun 2023 - Apr 2025
Led the JBL Europe, UK and Germany social accounts. Oversaw a 20+ people team across strategy, creative, community management and media. Brought record brand engagement - over 200M social views. and 1M+ Roblox visits.

Creative Lead: Boomerang Amsterdam (Publicis) — Dec 2021 - May 2023
Led the digital arm of Heineken Global & Germany. Created award-winning campaigns that brought results like +354% brand recall and 1.7B impressions.

Senior Creative: Superheroes Amsterdam — Mar 2020 - Dec 2021
Led Zalando and Lenovo. Shaped campaign narratives with an emphasis on awareness and conversion at a business level.

Senior Creative: Freelance (Dubai) — Nov 2018 - Feb 2020
Supported on briefs for KFC, BMW and MINI at industry-leading agencies.

Senior Copywriter: Leo Burnett Dubai — Oct 2017 - Oct 2018
Developed global and local campaigns for Du Telecom, Samsung and Emirates NBD Bank. The work required regional nuance and diverse writing styles.

Copywriter: JWT Dubai — May 2015 - Jul 2017
Launched campaigns for HSBC Bank and Nike, with a key focus on regionally relevant insights.

Copywriter: The Republic Mumbai — Dec 2010 - Aug 2011
Creatively supported campaigns for: Harley-Davidson, JCB and Diesel Jeans.

PR Executive: Perfect Relations Mumbai — Jun 2009 - Aug 2010
Front-ended PR communications and media narratives for Fiat India and Godrej.

Awards

Cannes Lions, Eurobest, New York Festivals, Kantar Creative Effectiveness, The Webbys, Dutch Creativity Awards, Dubai Lynx, MENA Effies, D&AD New Blood, European Excellence Awards

Education

Copywriting: The Creative Circus Atlanta — Jun 2012 - Sep 2014

M.A (Psychology): University of Mumbai — Jun 2007 - Jun 2009

Languages

English, Hindi, Marathi, Tamil, Swedish (B1 Level), Dutch (A2 Level)

Other Honours

Advisory Board Member for Van Leer Foundation - Early Childhood Matters 2027
Jury Member - Brand, Activation and PR - ADCN Awards 2026