

GIRISH MOHAN

INTEGRATED CREATIVE DIRECTOR | CONTENT STRATEGIST | NARRATIVE ARCHITECT

Creative communication specialist with hands-on experience in shaping brand narratives across digital, print and film. Proficient in translating strategic business objectives into clear, engaging and effective communication. Strong background in designing integrated campaigns, stakeholder communication and leading creative teams to deliver consistent, high-impact brand work.

PORTFOLIO

 girishmohan.com/work

CORE SKILLS

Brand and Communication Strategy • Storytelling and Narrative Architecture • Integrated Creative Design and Direction • Cross-functional Collaboration and Integration • Creative Leadership and Team Mentorship

EDUCATION

- **Certificate in Marketing Management**
Indian Institute of Management, Bangalore
- **Bachelor's in Humanities - History (Major)**
Kerala University, Thiruvananthapuram
- **Higher Diploma in Software Applications**
Aptech India

ACHIEVEMENTS

- Abbys at Goafest
- D&AD Kyoorius
- Pepper Awards
- Work featured on TBWA Global Showreels

KEY CLIENTS HANDLED

Apple • Google • Vodafone • Nissan • SAP • Tata • SPAR
Federal Bank • The British Council • OYO • TVS Motors
Times of India • Bangalore Mirror • Zulekha Hospital

CONTACT

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EXPERIENCE

Creative Director

Turrino Advertising, Dubai (UAE) • 2015 - Present

- Lead brand and communication strategy for regional and international clients, driving brand visibility and growth.
- Direct high-impact content across digital, print and film, ensuring clarity, consistency and creative excellence.
- Mentor creative/content/film teams, setting quality benchmarks and strengthening strategic thinking.
- Partner with key clients and leadership teams to align communication with business objectives.

Associate Creative Director

TBWA India, Bangalore • 2009 – 2015

- Collaborated with key clients to translate business objectives into clear, compelling and insight-driven communication strategies.
- Led integrated teams to design and deliver seamlessly aligned, multi-platform campaigns.
- Built strong stakeholder partnerships to champion high impact creative impact.
- Delivered award-winning creative work and supported new business acquisition and growth.

Creative Supervisor

Ogilvy India, Bangalore • 2008 – 2009

- Developed integrated communication frameworks for leading technology and telecom brands.
- Led creative team to deliver cohesive campaigns with measurable business impact.
- Managed the complete communication lifecycle right from strategy to execution, ensuring alignment with brand and business objectives.

Copy Supervisor

Saatchi & Saatchi, Bangalore • 2007 - 2008

- Collaborated with cross-functional teams to develop and execute effective communication solutions.
- Conceptualised and created high-visibility campaigns, directing writers and art directors to ensure cohesive messaging.

Creative Consultant

DDB Mudra, Kochi • 2005 - 2007

- Worked closely with the Creative Director to translate business objectives into clear, effective communication strategies.
- Shaped messaging for technology, financial and media brands, ensuring brand voice consistency across all touchpoints.

Early Career

Pinxit Blue Advertising & Oysters Advertising,
Bangalore • 2002 - 2005

- Built a strong foundation in brand communication, campaign development and client engagement.
- Developed practical skills in creative thinking and execution, client presentation and teamwork.
- Learned to navigate cross-functional workflows for successful campaign outcomes.