

GIRISH MOHAN

CREATIVE DIRECTOR

MEDIA-AGNOSTIC • BUSINESS-LED • NARRATIVE-DRIVEN

+971 56 7096370 

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PROFESSIONAL SUMMARY

Creative Director with extensive experience helping brands communicate with clarity, relevance and impact. Experienced in translating brand and business objectives into effective storytelling across digital, social, film, print and emerging media. Early adopter of AI-assisted content workflows that accelerate execution while keeping strategy, creativity and judgment firmly human.

CORE SKILLS

- Brand, Communication and Content Strategy • Business-Led Storytelling and Narrative Systems • Creative Direction and Concept Development • Integrated Campaign Design • Multi-Platform Brand Experiences
- AI-Assisted Content and Workflow Optimisation • Creative Leadership and Team Mentorship

TOOLS & TECHNOLOGY

- **Design:** Adobe Creative Suite, Canva, Figma • **Generative AI:** ChatGPT, Claude, Gemini, Midjourney, Higgsfield
- **Presentation:** PowerPoint, Keynote, Gamma • **Productivity:** Notion, Google Workspace, Microsoft 365

EXPERIENCE

CREATIVE DIRECTOR, TURRINO ADVERTISING, DUBAI

05/2015 - 05/2026

- Led integrated campaigns across healthcare, technology, retail and consumer brands, translating strategic objectives into culturally relevant content.
- Developed always-on content frameworks and audience engagement initiatives for diverse clients that strengthened brand visibility and performance.
- Partnered closely with clients, strategists and production teams to deliver platform-specific content across social, digital and traditional channels
- Built and mentored a multidisciplinary creative and content team, setting quality benchmarks and embedding strategic brand thinking at every level.
- Successfully launched multi-speciality hospitals and healthcare centres in multiple markets, building visibility from pre-launch to operational readiness.
- Played a key role the global launch of the British Council's business-focused language testing platform, developing communication and launch assets.
- Conceptualised integrated campaigns for OYO Arabia that strengthened brand salience in the UAE, driving 2M+ campaign impressions and engagement

ASSOCIATE CREATIVE DIRECTOR, TBWA\INDIA

12/2009 - 03/2015

- Co-led integrated campaigns for leading technology, fashion and automobile brands, translating client briefs into impactful multimedia campaigns.
- Directed cross-functional creative team of 12, aligning copywriters, art directors, strategists and producers across multiple concurrent campaigns.
- Supported agency's new business efforts, contributing to several successful pitches and an estimated 20% growth in account revenue during tenure.
- Helped shape brand communications and youth-focused engagement initiatives for Apple in India, building relevance among younger audiences.
- Created insight-driven integrated campaigns that strengthened consumer demand and retail engagement for Tata Goldplus jewellery across key markets.

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EXPERIENCE (CONT.)

CREATIVE SUPERVISOR, OGILVY INDIA

07/2008 - 11/2009

- Developed integrated communication frameworks for leading technology and telecom brands, ensuring alignment between messaging and objectives
- Managed over 6 projects end-to-end simultaneously, from creative brief to final delivery; on budget and on brief across digital, print and broadcast
- Crafted insight-led communication strategies for B2B clients, leveraging consumer and market insights to drive engagement and response.
- Created several culturally-relevant campaigns that contributed to subscriber acquisition and retention efforts for Vodafone India.

COPY SUPERVISOR, SAATCHI & SAATCHI

06/2007 - 05/2008

- Conceptualised high-visibility campaigns for media, automobile and fashion brands, covering TV, print, radio and early digital formats.
- Led a small creative team, developing integrated campaigns with measurable impact while contributing to new business through successful pitches.
- Collaborated with art direction, strategy and account teams to produce clear, engaging brand campaigns with consistent voice across all touchpoints.
- Played a key role in driving 3x growth for The Times of India Group through audience-focused content and multiple brand-building campaigns.

CREATIVE CONSULTANT, DDB MUDRA

02/2005 - 05/2007

- Translated business objectives and consumer insights into distinctive brand narratives for technology, e-commerce, financial services and media clients.
- Supported senior leadership in translating market research and consumer insights into compelling campaign concepts and communication ideas.
- Contributed to integrated marketing and communication initiatives that supported double-digit growth across banking and fintech brands.

KEY CLIENTS

- Apple • Google • Vodafone • Nissan • SAP • Tata • The British Council • Federal Bank • TVS Motors • ITC Foods
- Times of India • SPAR • Bangalore Mirror • OYO Arabia • Zulekha Healthcare Group

AWARDS

- ABBYS Creative Awards at Goafest • Design for Good - Kyoorius Design Awards • Pepper Creative Awards
- Work featured in TBWA Global Showreels

EDUCATION

- Certificate in Marketing Management, Indian Institute of Management, Bangalore
- Higher Diploma in Software Engineering, Aptech India
- Bachelor's in Arts (History, Economics and Political Science), University of Kerala