

CV – Shishir Patel

Born: 1973

Education: *Sutton Grammar School For Boys:* 8 GCSE's
3 'A' Levels
1 'AS' Level
Epsom School of Art & Design: National Diploma in
Foundation Studies in
Art & Design
Newcastle University: BA (Hons) Fine Art (2:1)
Watford College: Postgraduate Diploma in
Copywriting & Art Direction

Work History

2015 – present

Freelance Creative Director, with stints at Publicis (creative directing Virgin Holidays pitch), Ogilvy, and currently at Mr. President.

2013 – 2015

Creative Director at BBH London.

Responsible for 4 accounts – Weetabix, Vespa, Sol, Ladbrokes.

Won 3 out of 3 pitches in first 3 months as Creative Director:

Ladbrokes, Vespa (global account), and British Airways.

British Airways was an important flagship client for BBH. We not only won the pitch, retaining the business, but we also grew the business by winning the digital and CRM accounts.

Also, created/creative directed new campaigns for Weetabix, Sol and Audi.

2013

6 months freelancing at Wieden + Kennedy London. Created the Tesco “Love Every Mouthful” campaign, which was the agencies biggest project of that year.

2011-2013

Creative Director on Cadbury at Fallon. Responsible for a £50 million account (the agencies biggest) and a number of brands under the Cadbury umbrella. So far I have overseen the creation of a new long-term brand campaign for Cadbury Dairy Milk, called “Joyville”, which is now rolling out globally and is already producing work in Australia, South Africa, Canada and Indonesia, as well as the UK. Also campaigns for Crème Egg, Wispa and Twirl, and Olympic-related activity.

Have also been creative lead on two pitches – Carling and Shop Direct

2003-2011

Moved to DDB London (then BMP) in 2003. Whilst here we worked across a wide range of accounts including Volkswagen, Marmite, The Guardian, Kwik Fit, Tropicana, Weetabix, the TDA (Teaching Development Agency), The Financial Times, Philips and Budweiser.

We were made creative directors of the TDA account in 2006. In 2007 we were made Creative Partners and given The Kwik Fit and The Financial Times accounts to

creative direct too. Won some awards for work we creative directed here, including Cannes Silver Lion for VW Polo “Singing Dog” and Campaign Big Silver for Financial Times “St. Bernard”

1999-2003

Teamed up with copywriter Sam Oliver in '99 at Watford College and got our first job at Ogilvy a few months after graduating. Began by creating ‘Cloth World’ campaign for Comfort fabric conditioner, which went worldwide, got Unilever Gold Award and is still running today.

Also created campaigns for Physio Sport, Lucozade, and Scrabble amongst others

Pre-advertising

Paper boy, supermarket scanner monkey, Music store assistant, temping in a design company.

Awards (for work we have written)

2002 – 3 Radio Aerials for The Observer and KFC

2003 – Campaign Poster Award for Scrabble

2006 - 4 BTAA arrows, 2 Eurobest for Golf Plus TV

2 Campaign Press for Marmite ‘Baby’ and Guardian

Cannes Bronze Lion, 1 Epica Gold for Marmite ‘Blob’

2007/8 - Cannes Gold, 3 BTAA arrows, 2 Clios, 2 Creative Circle Gold, 1 London International Award Gold, 4 ANDYs for VW Nightdrive

1 BTAA arrow, 1 Epica for VW Great Pretender

2009 - London International, 1 Clio, 3 Creative Circle silver/bronzes for VW Fight

2010 – Cannes Grand Prix and Gold for Craft, Campaign Big Gold for best digital for Philips Parallel Lines

2011 - Gold BTAA Arrow for Philips Parallel Lines

Awards (for work we have creative directed)

2008 – Financial Times ‘St Bernard’ Campaign Big Silver

2008/9 – BTAA silver and Creative Circle bronze for VW Passat idents

2009 – Cannes Silver, Grand Prix Epica, Creative Circle Gold/Silver and Clio for VW Dog

4 Creative Circle silvers and Epica Gold for Kwik Fit

2010 – Creative Circle silver&bronze for Financial Times ‘Obama’

TDA 2 IPA Effectiveness Gold

2011 – Aerial Award for FT Weekend, ‘Smart, but casual’

Named in Campaign as Creative ‘Faces to Watch’ in 2005.

In 2009 featured in Campaign’s ‘ECDs of the Future’

Likes: Cooking, composing music, documentaries, art galleries, films, travel, snowboarding.

