

shishir patel

curriculum vitae

A multi-award winning Creative and Creative Director (70+ creative awards including a Gold Lion and Grand Prix at Cannes), with over 20 years experience in the advertising industry, a proven track record creating successful global campaigns, and a strong understanding of brand strategy and modern media.

skills

Art direction/Copywriting:

18+ years experience creating highly acclaimed advertising campaigns at some of the best ad agencies in London, including DDB, BBH, Ogilvy, Fallon and Wieden & Kennedy.

Worked for a diverse range of clients, including Volkswagen, Philips, Cadbury, Marmite and Tesco.

Over 70 creative awards won, including a Gold Lion and Grand Prix at Cannes, Golds at British Arrows and Silvers at the Clio.

Creative Direction:

Over 10 years experience as an award winning Creative Director, leading a range of accounts including British Airways, Specsavers, Cadbury, Vespa, Teacher Training & Development Agency, The Financial Times and Weetabix.

Management:

Member of the Management Team at Fallon London and ECD at Ogilvy and Acne London - responsible for leading their Creative Departments - overseeing diverse creative teams, fostering collaboration, nurturing talent, hiring new talent, leading new business pitches, etc.

Presentation:

Extensive client-facing experience presenting creative work, including several new business pitch-wins. A thorough understanding of presentation design and planning.

employment history**January 2023 - present:**

Freelance Creative Director/Senior Creative.

February 2022 - December 2022:

Freelance Creative Director at BBC Creative.

Oversaw campaigns for iPlayer, Commonwealth Games, Children in Need, and various drama launches. Messed with audiences' heads on Britain's biggest breakfast radio show by deepfaking Greg James' and Matt Edmondson's voices. Got the Alexander Stadium in Birmingham singing 'It's a Brum Ting' during the Commonwealth Games.

January 2021 - February 2022:

Freelance Creative Director at Specsavers.

I creatively led a number of projects, immersing myself in all aspects of the business - from brand level to product marketing to tactical messaging - and working to tight timelines.

Most notably, I oversaw the launch of the brand in Canada, with a new campaign and a new brand platform, "That's Specsavers Love". The launch comprised TV, OOH, press, online/social, radio, in-store, CRM; even ice hockey sponsorship(!).

2017 - 2023:

Freelance Creative Consultant/Strategist at eto.

eto is an innovative and beautifully designed wine preserver that also functions as a wine decanter. It's the Apple of the wine-drinking world. I've worked with the Brand on-and-off from their humble beginnings on Kickstarter. While at Facebook I helped them develop a creative strategy for their Kickstarter campaign and produced social videos to promote it. They ended up raising three times their target, which was pretty cool :) Since then I've worked with them on their comms and developed a brand platform and launch campaign which ran on socials in Autumn/Winter 2022.

August 2020 - December 2020:

Freelance Creative Director/Senior Creative.

March 2020 - July 2020:

Freelance Executive Creative Director at Acne London.

Experience working with a small team in a fast-paced start-uppy environment. I was involved in numerous pitches and projects for clients including Spotify, Netflix,

YouTube, Polestar and Burberry. Briefs ranged from advertising to design to web and experiential.

May 2019 - January 2020:

Executive Creative Director at Ogilvy.

Creative lead on Ogilvy's flagship account, British Airways. Here I was responsible for a large team - with two creative directors under me - and was involved in all aspects of brand comms: from CRM to Social to ATL. The role involved managing multiple projects and teams, with multiple client stakeholders - sometimes on tight timelines and budgets - and being hyper-responsive to the perpetual ups and downs of the airline business!

January 2019 - April 2019:

Freelance Creative/Creative Director at Ogilvy.

January 2018 - December 2018:

Freelance Copywriter/Creative Director at Studio, Facebook London.

Working for Facebook's in-house global marketing team on product and brand marketing. Projects ranged from creating documentary films promoting Facebook programmes supporting startups and entrepreneurs, to web content strategy and copywriting, to the creation of advertising campaigns - both on- and off-platform - and event design. I also gained valuable experience working 'client-side'; developing a deeper understanding of how marketing teams work, as well as collaborating with agency partners. The role involved working with Facebook marketing and policy teams around the world including Europe, US, LATAM, India and South-East Asia.

November 2016 - December 2017:

Freelance Creative Strategist at Facebook Creative Shop, London.

Responsible for the conception and creation of a 'mobile-first' brand campaign for Birra Moretti (part of the Heineken portfolio). The campaign ran in 3 phases, with multiple executions, and was a testing ground for what makes successful advertising on mobile, as well as nimbler working processes.

While here I also ran creative workshops, consultations with brands from different product sectors (and their agency partners), and planned creative strategies for various campaigns, advising brands and agencies on how to advertise more effectively on Facebook.

2015 – November 2016:

Freelance Creative Director.

Worked at Publicis, Ogilvy, Mother, Karmarama, Cheil, BMB, and Mr. President (to name a few)

2013 – 2015:

Creative Director at BBH London (with Sam Oliver).

Responsible for 4 accounts – Weetabix, Vespa, Sol, Ladbroke's.

Won 3 out of 3 pitches in first 3 months as Creative Director: Ladbroke's, 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 (with Sam Oliver).

Created the Tesco “Love Every Mouthful” campaign, which was the agencies biggest project of that year.

2011-2013:

Creative Partner at Fallon (with Sam Oliver).

Creative Directors of the agency's biggest account, Cadbury (worth £50 million), as well as having joint responsibility of running the creative department alongside 3 other Creative Directors. Oversaw the creation of a new long-term brand campaign for Cadbury Dairy Milk, called “Joyville”, which rolled out globally with work in Australia, South Africa, Canada and Indonesia, as well as the UK. Also oversaw campaigns for Crème Egg, Wispa and Twirl, and Olympic-sponsorship activity, as well as leading a couple of new business pitches.

2003-2011:

Creative/Creative Director at DDB London (with Sam Oliver).

Moved to DDB London in 2003. Worked across a wide range of accounts including Volkswagen, Marmite, The Guardian, Kwik Fit, Tropicana, Weetabix, the TDA (Teacher Training & Development Agency), The Financial Times, Philips and Budweiser.

We won multiple awards for our work, including a Gold Lion and Grand Prix at Cannes, Golds at British Arrows and Silvers at the Clios.

We were made creative directors of the TDA, Kwik Fit and The Financial Times. We also won some awards for the work we creative directed, including Cannes Silver Lion for VW Polo “Singing Dog” and a Silver Campaign Big Award 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 the ‘Cloth World’ campaign for Comfort fabric conditioner. The launch ad got in the 2000 D&AD annual and won a Gold Award in Unilever's internal advertising awards. The campaign ran globally for 17 years.

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

awards (for work Creative Directed)

2023:

Gold and Silver Creative Circle Award for BBC's The Capture ‘Hacked Trailers’

2022:

Gold and Silver Promax Award for BBC's The Capture 'Hacked Trailers'

2011:

Aerial Award for FT Weekend, 'Smart, but casual'

2010:

Creative Circle Silver & Bronze for Financial Times 'Obama'
TDA 2 IPA Effectiveness Gold

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

2008/9:

BTAA silver and Creative Circle bronze for VW Passat idents

2008:

Financial Times 'St Bernard' Campaign Big Silver

awards (for work created)**2011:**

Gold BTAA Arrow and D&AD Wood Pencil for Philips 'Parallel Lines'

2010:

Cannes Grand Prix and Gold for Film Craft, and Campaign Big Gold for best digital campaign, for Philips 'Parallel Lines'

2009:

1 London International Award, 1 Clio, 3 Creative Circle silver/bronzes for VW 'Fight'

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'

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'

2003:

Campaign Poster Award for Scrabble

2002:

3 Aerial Radio Awards for The Observer and KFC

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

a little more about me

I love all things 'food': love to cook and create in the kitchen, love good restaurants, love recipe books, and have a bit of an obsession with cookery programmes. I also enjoy composing music, reading factual books about world history/politics/religion, watching documentaries, and snowboarding (parental obligations permitting).