

WHO I AM

Ranked No. 1 Copywriter in MENA (The One Show Rankings 2024, Loeries 2023) – sure, I’ve got the trophies. But when the chips are down and the world is on fire, I’m also the one who can whip up a last-minute EDM that saves the day. Whether it’s a Grand Prix campaign or a crisis email, I’ll make it work (and look good doing it).

EXPERIENCE

Independent Writer

• Clients: PUMA, P&G, HSBC

Creative Director (2025 – Current)

IMPACT BBDO, DUBAI

• Clients: Etihad Airways, ADCB, PepsiCo, Adidas

Associate Creative Director (2022 – 2025)

MEMAC OGILVY, DUBAI

• Clients: Stellantis, Toyota, IKEA

Associate Creative Director (2021 – 2022)

TBWA RAAD, DUBAI

• Clients: KFC, Nissan, DU, Standard Chartered

Senior Copywriter (2020 – 2021)

FP7 MCCANN, DUBAI

• Clients: Home Centre, Emirates NBD, MasterCard

Senior Copywriter (2018 – 2020)

AMERICAN EXPRESS BANK, INDIA/UAE

Product Head, Titanium Cards (2015-2018)

AWARDS & RECOGNITION

- Ranked No. 1 Copywriter in MENA (The One Show Rankings 2024, Loeries 2023)
- Cannes Lions: 3 Grand Prix, 9 Gold, 4 Silver, 3 Bronze
- Lynx Awards: 21 Grand Prix, 19 Gold, 20 Silver, 6 Bronze
- D&AD Graphite Pencil 2024
- Clio: 8 Gold, 2 Silver, 8 Bronze
- The One Show: 1 Grand Prix, 2 Gold

SKILLS

Creative Direction | Copywriting | Visual Storytelling | Research & Filmmaking | Non-Toxic

Leadership | Red Flag Spotter (like "Can you work under pressure?") | Professional-level Hugger
| Brainstorm Ninja |

ENTREPRENEURSHIP & SIDE PROJECTS (2010 – CURRENT)

- Founded startups in F&B, writing, and VO artistry
- Writing a debut NON-fiction novel
- Professional Baker **@archiescuriouskitchen**

EDUCATION

- PhD in English Literature (Pursuing)
- MBA (Gold Medalist), Fortune Institute of International Business, India
- BA in English Literature (Double Major), St. Xavier's & IGNOU

VISA STATUS: Spouse
