

ISHA SHARMA

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KEY SKILLS

Campaign conceptualing
Copywriting
Creative strategy
Presentation

AWARDS

Cannes Lions, Effies
MENA, MMA MENA,
Young Lions UAE, The
One Club Young Ones,
D&AD New Blood,
The One Club Young
Ones, Andy Awards,
Dubai Lynx, New York
Festivals, Lurzer's
Archive

PROFILE

Senior Creative with nearly 7 years of experience turning cultural insights, audience behaviours, and brand narratives into effective campaigns, content, and brand experiences. Experienced across lifestyle, entertainment, technology, FMCG, and automotive sectors in four international markets, with a strong focus on MENA.

Senior Creative, Science & Sunshine; Dubai – 2022-Present

- Led creative and content development for regional and global brands including Netflix, Disney+, Samsung, Blacklane, Mdlbeast, Citroën, and Reckitt.
- Won very many pitches
- Managed a social team for Mdlbeast
- Directed content shoots and on-ground stunts

Copywriter, Leo Burnett, Delhi; October 2021 – June 2022

Developed integrated campaigns across digital, social, and traditional media for clients ranging from insurance to entertainment.

Junior Copywriter, Enormous, Mumbai; July 2020 – September 2021

Conceptual copywriting, campaign development for Byju's and Rapido across digital and social and a number of pitches.

Creative Trainee, Lola MullenLowe, Madrid, Uncle Grey, Copenhagen; 2019

Early creative development across global brands including Magnum, HBO, Somersby, and Canon.

EDUCATION

B.A. Honours – Advertising, PR & Marketing

London Metropolitan University, at Cesine Business School, Spain · 2020

Diploma – Portfolio Program

Miami Ad School, Madrid, Spain · 2019