

Contact

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Top Skills

Copywriting
Advertising
Creative Direction

Languages

English (Full Professional)
Hindi (Limited Working)
Telugu (Elementary)

Publications

Black Sugar

Simha Sagar Raja Manoor

Co-Chair

Ahmedabad, Gujarat, India

Summary

Simha has been with MICA since September 2019, he currently co-chairs the CCC Program.

Simha brings more than 25 years of advertising industry experience into teaching - he has led creative teams in network agencies and developed multimedia campaigns for a variety of clients including Coke, Tata Motors, Wipro, ICICI, ZEE, P&G and many others.

Simha has been associated with Leo Burnett, FCB, Group M and other agencies in various senior positions and has created print, outdoor, television, radio and digital campaigns. He also held senior positions in Healthcare and Out Of Home Agencies.

Simha's holistic exposure to the pressure cooker world of advertising creativity enables him to coach students on all aspects of advertising creativity and prepare them for the industry.

Simha also works with the special advisor to ensure that the curriculum always reflects the requirements of a dynamic industry.

His role as co-chair involves formulating the curriculum, following industry trends, identifying visiting faculty, overseeing the functions of adjuncts and of course, teaching. He teaches The Creative Process, Creative Writing, Ideation and Scripting for Video, Ideation and Execution for Static amongst other modules.

Outside of CCC, Simha mentors PGP students on MI Impact projects and advises the marketing team on communication initiatives for the institute.

Experience

MICA | The School of Ideas

4 years 7 months

Co-Chair

September 2019 - Present (4 years 7 months)

Ahmedabad, Gujarat, India

Professor

September 2019 - Present (4 years 7 months)

Ahmedabad Area, India

Goggal Communications

Founder

May 2016 - June 2020 (4 years 2 months)

Mumbai Area, India

Asymmetrique - Democratic Brands(TM) for the People Age

Creative Director Campaigns and Content at Asymmetrique.

May 2015 - May 2016 (1 year 1 month)

Mumbai

Iksula

Creative Director

August 2014 - March 2015 (8 months)

I was a creative director in the online marketing division. I was responsible for all creative deliveries and for developing communication strategies that improve a brand's performance online. I was in charge of a 15-member team that did paid and organic communication for a variety of clients including House of Hiranandani, Dr. Batra's, Health Total and Jetking.

Kinetic Worldwide

Creative Director

October 2013 - August 2014 (11 months)

I was a part time creative director here. My responsibilities included heading a team of visualizers and art directors to come up with OOH innovations. The clients I handled included Citibank, Pril, Idea, Vodafone and others.

Quasar

Creative Consultant

September 2011 - March 2014 (2 years 7 months)

My responsibilities include strategizing and working out creative solutions for clients' Facebook and digital campaigns.

The clients I have worked closely with in Quasar include Colgate, P&G, Park Avenue and Eureka Forbes. I have presented exclusive Facebook campaigns for Pampers, Ambi Pur, Park Avenue and other brands. I worked closely with the clients' mainline partners to integrate Facebook communication into the overall advertising plan.

DRAFT FCB ULKA

Creative Director

March 2001 - January 2011 (9 years 11 months)

I started as an associate creative director in FCB Ulka Bangalore where I was the creative lead on Santoor, WIPRO Babysoft, Kingfisher Ice and other brands.

In 2005, I moved to Mumbai where I worked on campaigns for Tata Motors, Zee and other brands. In 2007, I moved as creative head of the digital, healthcare and direct division where I was worked on ICICI, Anacin, Amul, Tata Indicom and other brands.

During my stint here, I oversaw the ICL campaign, which included 4 TV spots(budget of 1.5 crores),.

Point Blank

Creative Director

2011 - 2011 (less than a year)

Point Blank is a healthcare agency and I was a creative director leading a team of about 10 people.

Orchard Advertising

Creative Group Head

January 2000 - March 2001 (1 year 3 months)

Apart from working on accounts such as Prestige Constructions and Airtel, I conceptualized and oversaw the production of the Coke Cricket Superstitions campaign that featured Amir Khan and Aishwariya Rai.

Fortune Promoseven

Senior Copywriter

August 1998 - June 1999 (11 months)

Kailas is a talented Art Director, who painstakingly collects refernces to make the campaign achieve its objective. To a copywriter, he is an invaluable colleague, always coming up with new ideas.

Chaitra Leo Burnett

Creative Group Head

June 1994 - March 1999 (4 years 10 months)

I started as a junior writer and went on to become a creative group head. I worked on high profile clients such as Thums-up, Tata Ceramics, HVM and many other brands.

Education

KC College

Bcom, Commerce · (1982 - 1987)

St Josephs Colaba

· (1977 - 1982)