

## Neil A. J. D'Souza

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**My Portfolio Website:**

copyneil.com

## Copywriter

I am a conventional advertising copywriter and creative practitioner with 30-plus years of international, multicultural, multimedia experience across India, the Middle East, and the Far East. I've done print, TV, radio, and outdoor. And a teeny-weeny bit of digital. Then, I moved to the US and went back to college to learn about digital and social media advertising. Now, I am in love with *digivertising*.

### **CORE SKILLS**

- Strong ability to define or redefine brand soul and story
- Understanding, incorporating research and business strategies into creative solutions
- Extensive hands-on experience from concept to execution
- Comprehensive print, film, and radio portfolio
- Ability to client-face, from business briefs to presentations
- Ability to work collaboratively across disciplines
- Team player, learns, adapts quickly

### **EXPERIENCE & HIGHLIGHTS**

#### **2019 – Present | Creative Consultant | USA, Dubai, India**

- Moved from Dubai to the US as a Permanent Resident in 2018
- Completed two Social Media Marketing courses from Austin Community College
- Worked on the launch of an educational app for D+A, Canada
- Worked on a brand story project for an Austin realtor
- Currently doing creative projects for agencies in Dubai and India

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**2010 – 2017 | Creative Director**  
**Blue Apple Advertising, Dubai**

- Creative founding member of the start-up
- Defined and articulated the agency from its name to its brand story
- Took on the role of planning and modeled the agency's reputation for strategic and creative excellence
- Helped establish the agency's profile as a challenger to global advertising networks
- The agency won a Cannes Design award

**Clients & Categories:** Dubai Islamic Bank (global category leader), Al Ain Farms (packaged foods), Damac (real estate), Eros Group (electronics retail), DAFZA (free-trade zone), Burjeel Hospital, Medeor Hospital (healthcare), Meydan (real estate), Al Ghurair (shopping mall), Coffee Club (cafe dining), Baguette Express (fast food), Indigo (real estate)

**2005 – 2010 | Creative Director**  
**Partnership Advertising, Dubai**

- Joined as Senior Copywriter for hands-on experience of the region
- Grew the client portfolio by leading successful pitches for regional brands
- Work featured in international award shortlists

**Clients & Categories:** Al Ain (packaged water), BOK Sudan (banking), Dubai Islamic Bank (global category leader), Hitachi (TVs), Landmark Group (fashion, lifestyle retail), Rivoli (luxury retail), Rasasi (perfumes)

**1996 – 2004 | Creative Director**  
**Bates–Enterprise Advertising, India**

- Returned to India and rejoined Enterprise Advertising
- Led the agency in pitching and winning global clients in India
- Won 'Campaign of the Year (Silver)' for the Delhi branch

**Clients & Categories:** General Motors (cars), Sony (televisions, handycams, IT), Xerox (copiers), Domino's (food), Dabur (fmcg products), Daewoo Motors (cars), LML Motors (motorbikes), Radico Khaitan (alcohol), SmithKline Beecham (otc pharma), Standard Chartered (banking), Tata (tea), Unicorp (computers), Usha-Brita (appliances)

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**1994 – 1995 | Senior Copywriter  
BBDO, Singapore**

**Clients:** SilkAir (airline), Sony (handycams), Sentosa (holiday resort),  
Takashimaya  
(retail), Singapore Economic Development Board

**1989 – 1994 | Creative Head  
Enterprise Nexus Advertising, India**

– Started in Bombay and worked across all branches of the agency  
– Won ‘Agency of the Year’ for the Bangalore branch

**Clients & Categories:** Britannia Foods, Nissin Foods, Compaq Computers, Standard Chartered (banking), Unicorp (computers), Usha-Brita (appliances)

**1987 – 1989 | Senior Copywriter  
Contract Advertising (JWT), Bombay**

**1985 – 1987 | Copywriter  
FCB-Ulka Advertising, Bombay**

**1985 | Trainee  
JWT, Bombay**

**EDUCATION**

- Bachelor of Commerce, Bombay University (1980)
- Facebook Digital Marketing course (MRKG 2012), Austin Community College (2021)
- Social Media Marketing course (MRKG 1011), Austin Community College (2020)

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## PROFESSIONAL REFERENCES

### **Ms. Pooja Wadhawan**

Creative Director, Adobe, San Francisco, CA  
Ex: Art Director, Bates-Enterprise Advertising, India  
Tel: +1 650 799 7611  
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### **Mr. Pankaj Ramnathkar**

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