RAHUL D CRUZ

One Asia's #1 Creative Director in India (2025) | India's 100 Most Awarded Creatives in 2025 and 2024

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ABOUT ME:

I am a Creative Director with more than twelve years of experience across agencies, a digital content publisher and Swiggy (a food delivery app in India), working across categories from entertainment to tech to FMCG and so on.

The work I am proudest of tends to start from culture or from a real human need. I launched Coke Studio Bharat, and led Alkem's DawAI Reader, a voice-led tool that makes prescriptions readable for rural India. Those ideas have won Cannes Lions, Spikes Asia, One Show Asia, LIA and D&AD recognition, and I was named among India's 100 Most Awarded Creatives in 2025 and 2024.

I lead by pitching hard, setting a clear creative bar and bringing teams along with me. I have helped win new business, mentored writers and art directors, and taken ideas from pitch to production. I am now looking for a creative leadership role on a larger stage, where I can lead teams and build ideas that travel.

MY WINS:

ONE Asia Creative Rankings #1 Creative Director in India and #11 in Asia-Pacific (2025)

Campaign Brief Asia, India's Most Awarded Creatives, #61 (2025) and #84 (2024).

Social Samosa 30 Under 30 (Class of 2020-21).

Alkem | DawAI Reader
Cannes Lions 2025
Silver Pharma Lion
One Show Asia 2025
Gold - Use of Data
Silver - Use of AI
Spikes Asia 2026
Gold - Health
Immortal Awards
Global Finalist
D&AD 2026
Shortlist

Coke Studio | Sing to Remember
Cannes Lions 2024
Silver PR Lion
Bronze Entertainment (Music) Lion
Spikes Asia 2025
Silver - Music
LIA 2024
Bronze

Maxx Flash | Arogya Bindu
The Gerety 2023
Silver in the Health Cut
LIA 2023
Bronze for Product Design
NYF Advertising Awards 2023
Silver - Product Design
Bronze - Healthspan
MAD STARS 2023
2 Crystals

PROFESSIONAL EXPERIENCE

Swiggy India **Jan 2026 - Present**
Senior Manager Copy (Consultant)

- Lead a team of 2, guiding creative development for Swiggy's newer in-house brands, including Toing, Crew and Noice.
- I work on its newer in-house brands like Toing, built around food at the lowest price points, Crew, an AI travel concierge app, and Noice, Swiggy's private label food and grocery brand. I also contribute to the larger food marketplace.
- **Helped move Toing from a single city brand to a national brand in 6 months.**

LOWE LINTAS (NOW TBWA LINTAS) **June 2024 - Jan 2026**
Unit Creative Director

- Led a 10-person creative team, directing campaign development and new-business pitches for Lowe Lintas.
- The most significant idea was Alkem's DawAI Reader, a voice-led innovation that helps rural chemists decode illegible prescriptions and makes them accessible. **It won a Cannes Silver Lion in Pharma in 2025, Gold in Use of Data and Silver in Use of AI at One Asia, and went on to Spikes Asia, D&AD and Immortal Awards recognition (full list under Awards).**
- I also led and won national pitches, then carried the work through to production, for **Mumbai Indians (#PlayLikeMumbai)**, the India launch of **Unilever's Pukka Herbal Infusions**, and **Lipton Green Tea**. For Axis Bank, I created the Women's Day campaign with Shefali Shah, which launched the ARISE women's savings account and was recognised by E4M as one of the top ads of the year.

The Glitch (Now VML India) **March 2021 - May 2024**
Associate Creative Director → Creative Director → Senior Creative Director

- Led a team of 24 across The Glitch / VML and Studio X, directing integrated campaigns and mentoring creative talent.
- I was part of closing **17 new accounts in my first 10 months**, including **CoinSwitch Kuber, OnePlus Red Cable Club, Spotify, Cleartrip and Dell,** and led strategic upsells for key clients.
- I led integrated campaigns for **Spotify, Disney+ Hotstar, Dell Futurist, Netflix and Upstox,** mentoring the teams behind them and raising the quality of the output across every touchpoint.
- I built Arogya Bindu for Maxx Flash, a health-first product innovation that won at **LIA, the Gerety Awards, NYF Advertising Awards and MAD STARS in 2023**. I also headed the creative mandate for Studio X, The Coca-Cola Company's agency, leading work on **Schweppes, Coca-Cola and Limca**. There I launched Coke Studio Bharat, whose Sing to Remember earned a **Silver and a Bronze Cannes Lion in 2024 and a Silver at Spikes Asia 2025.**

ScoopWhoop (Digital content publisher) **Oct 2018 - March 2021**
Associate Creative Director (Brand Solutions)

- Led a 6-person team in ScoopWhoop's Brand Solutions division, turning client briefs into branded video, article and social content.
- I led creative strategy across the video, article and social teams in Delhi and Mumbai for two and a half years, translating brand briefs into content that audiences chose to watch and share. I delivered branded content for Bumble, KFC, Gillette, Flipkart, Amazon Prime Video, Netflix, Tinder, Airtel and Samsung, among others.

Ogilvy, Mumbai **Nov 2017 - Oct 2018**
Creative Supervisor

- I led Vodafone's Pug is Back, bringing a much-loved brand asset back across film and integrated work. I also shaped Vodafone Sakhi, the brand's women's safety service, and repositioned Vodafone U for Gen Z.

Dentsu Webchutney **May 2015 - Nov 2017**
Senior Copywriter → Copy Supervisor → Group Head (Copy)

- I rose to Group Head (Copy) in two and a half years, working on Axe, Red Label, Platinum Evara and KTM and building both copy craft and technology-savvy execution. I was also part of the new-business effort, converting 50% of more than 100 pitches. The wins included Red Bull, Aditya Birla Health, HDFC Life, Schwarzkopf and Vespa.

MSL Group **Nov 2013 - April 2015**
Senior Copywriter

- I built my foundations here in healthcare, real estate and finance, writing for Pfizer, Sobha Developers and FINO Paytech.