

**Ruchi Sharma**

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**Professional Summary:**

An award-winning, dynamic, creative leader with a strong track record in building impactful brands and authentic narratives. Passionate about entertainment, adept at crafting engaging stories and scaling brands in APAC. Proven success in team leadership, brand development, and forging trust-based relationships. Worked in New York, South East Asia, South Asia, and Asia Pacific as Global & Regional Creative Director—previous TV & radio department head.

**Career achievements and highlights**

- Spearheaded the creation of globally recognized campaigns, winning Cannes, CD&AD, New York Fest, Effie, and other prestigious awards.
- Notable achievements include being a Spikes Asia speaker & mentor for creative women leadership and a guest of the UN for Human Rights campaign.
- Led transformative storytelling strategies across APAC, amplifying regional consistency and creative excellence.
- Previous production, TV & radio background. Extremely comfortable with all mediums—audio, video, blogs, and social media.
- Proven success in collaborating with media, celebrities, social influencers, and key opinion leaders to land impactful stories across the region.
- Extensive experience in developing content-first opportunities, transforming brand news into creative lifestyle and consumer language
- Actively contributed as a jury member and on the Impact Council of D&AD and the advisory board for international award bodies, leveraging insights into the industry's cutting-edge trends and innovations.
- Personal Growth Officer for Women Empowered Global

**Key competencies**

- Proven ability to innovate, experiment, and adapt to a fast-paced, collaborative environment.
- Strong communication skills for crafting and engaging with Content, Pan-Regional Publicity, and country PR teams.
- Exceptional agility, prioritization skills, and experience in working across diverse campaigns.
- In-depth understanding of the cultural nuances and specific needs across APAC regions.
- Hands-on, go-getter approach to all creative & strategic challenges. Able to stay calm, keep the team motivated, and lead during crisis.
- Fluent in Hindi & English. And understand basic Thai & some Indian languages.

**Professional Experience:****Founder & Chief Creative Officer**

HumanSense, Colombo, Sri Lanka

Nov 2020 – present

Spearheading an Independent Collective of Creative and strategic solutions with an entrepreneurial mindset. Rooted in the vision to impact Social Change via compelling narratives.

**Creative & Culture Officer (CCO)**

Brands for Humans, Bangkok, Thailand

Jun 2019 – Aug 2020

Drove creative initiatives emphasizing cultural relevance and human-centric storytelling.

**Creative Chairperson**

BBDO, Colombo, Sri Lanka

Nov 2017 – Apr 2019

Orchestrated award-winning campaigns, earning accolades at Spikes Asia and Campaign Asia's agency rankings.

**Group Chief Creative Officer**

Ogilvy Group, Colombo, Sri Lanka

Jun 2015 – Oct 2017

Directed large creative teams, steering notable brand campaigns and fostering brand loyalty. Worked closely with the PR department for our client- Nestle.

**Creative Director - North America (for P&G's Head & Shoulders)**

Saatchi & Saatchi, New York, USA

Jan 2014 - Jan 2015

Collaborated with diverse teams to produce compelling narratives that resonated with the brand ambassador & actor Sophia Vergara, for P&G's brand- H&S shampoo.

**Regional Creative Director - Unilever APAC (Regional and Global brands)**

MullenLowe, Bangkok, Thailand

Jun 2006 – July 2013

Created successful regional campaigns for global brands for our client, Unilever, demonstrating expertise in cross-cultural storytelling and audience engagement. Strategically shaped content that transcended cultural and regional barriers across diverse APAC regions.

**Executive Creative Director**

Phoenix Ogilvy, Colombo, Sri Lanka

June 2003 – May 2006

Creating captivating campaigns that influenced local market and set trends. Won the first Cannes award for the country.

**Associate Creative Director & Writer- Colgate Palmolive**

Rediffusion Y&R, Mumbai, India

May 2001 – May 2003

Created impactful campaigns for Colgate. Won a Worldwide Gold medal for New York festival.

**Executive Agency Producer- New York**

Admerasia Advertising, New York, USA

Nov 2000 – Jan 2001

Produced high-quality, engaging content for Asian audiences back home.

**Films Manager & Art Director**

Head of film production FCB Ulka, Mumbai, India

June 1995 – Oct 2000

Business and creative head for the AV department, supervising all the TV and radio workflow.

**Academic Qualifications:**

- Postgraduate Diploma in Human Rights - IIHR, India (First Class)
- Miami Ad School, Sri Lanka - Innovation & Social Media Bootcamp
- Cannes-Berlin Creative Leaders Program
- BA in Psychology & Sociology - University of Mumbai, India (First Class)
- Applied Arts in Communication & Graphic Design - Sophia College, Mumbai.

**References/Recommendations, please visit:**

[www.ruchisharma.com](http://www.ruchisharma.com)

[www.linkedin.com/in/ruchis](http://www.linkedin.com/in/ruchis)