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Ramchandra M. Patil

SENIOR CREATIVE DIRECTOR — 22+ YEARS — 41+ AWARDS

EDITOR'S NOTE

Twenty-two years on agency floors — Marching Ants, Leo Burnett, McCann, Ogilvy, FCB Interface, BBH, Creativeland Asia — spent teaching ideas how to survive a client meeting. Forty-one award juries said yes. The instinct doesn't retire when the tools change; lately it's been pointed at generative ones.

Est. Marching Ants, 2002.

ABOUT ME

A Sr. Creative Director with 22+ years leading cross-functional teams, developing campaigns, and driving brand growth for clients across FMCG, hospitality, telecom, financial services and retail. Proficient in conceptualising and executing creative solutions while maintaining a keen eye for detail. Adept at fostering collaborative teams, building strong client relationships, and delivering results that exceed expectations. Work has been recognised at Cannes Lions, London International Awards, Spikes Asia, Adfest, New York Festival and the Abbys.

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Freelance — Sr. Creative Director, Self-Employed

2026 – Now

Independent creative consulting — currently taking on select projects and studio collaborations, with a growing focus on AI-native production.

Creativeland Asia, Mumbai — Sr. Creative Director

2022 – 26

Led the creative team behind pitch wins that grew annual agency revenue 20%; ran a multi-channel campaign for a major client.

Clients & pitches — Raymond (Park Avenue, ColorPlus, Parx), Uniqlo, Gala Home Appliances, Godrej Capital, Pizza Hut, Netflix, Godrej Aer, Godrej Magic, Cinthol and sub-brands, AM/NS India.

BBH India, Mumbai — Creative Director

Jan 2020 – Nov 2021

Directed seven designers and copywriters through a high-profile marketing campaign that lifted brand awareness 25% and sales 15%.

Clients & pitches — Taj Hotels, Marico, Ola Electric Scooter, UTEC by UltraTech.

FCB Interface, Mumbai — Creative Director

Aug 2018 – Dec 2019

Mentored five junior creatives — two promoted — and rebuilt the creative process for a 20% efficiency gain, taking on five additional projects a year without compromising quality.

Clients & pitches — Nivea, Mahindra Automobile, Club Mahindra, Sundrop, Act II, Enerzal, Saregama Carvaan.

Ogilvy & Mather, Mumbai — Associate Creative Director

Mar 2014 – Aug 2018

Took a product launch to first-quarter revenue growth; led a rebrand that grew website traffic and print engagement 30% apiece; ran teams of up to six designers and copywriters.

Clients & pitches — Cadbury, Pond's Institute, Castrol, MTDC, Perfetti Van Melle, Pidilite, Gujarat Tourism, Huggies, Star Sports, Unlimited, Amul Macho, HUL, Chhattisgarh Tourism, Binani Cement, ITC, Tata Motors (Zica).

McCann Worldgroup, Mumbai — Associate Creative Director

Oct 2011 – Mar 2014

Rebuilt the identity of a well-known company from the ground up, growing web traffic 20% and social engagement 30%.

Clients & pitches — L'Oréal Paris, Maybelline, Marico, Neo Sports, Diageo, ACC Cement.

Leo Burnett, Mumbai — Sr. Art Director → Group Head

Oct 2005 – Oct 2011

Six years of team leadership, brand-building and craft; refined creative workflows across a growing department, taking on team management, performance motivation and workshop presentation alongside the design work.

Clients & pitches — Tata Capital, UTI Mutual Fund, Tide, McDonald's, Sony Entertainment, Mid-Day, Reliance Telecom, Tata Salt, Times Now, Bajaj Auto, Bajaj Electrical, Steinmetz, Hometown, Coca-Cola, Sprite, Thums Up, Maaza, Getty Images, Prerana, Leo Entertainment, Mumbai Mirror, Off The Shelf, Glucon-D, Dinodia Photo Library, Dial 1298, Cavin Kare Minit Toothpaste.

Marching Ants Pvt. Ltd., Mumbai — Art Director

2002 – 05

Where it started — concept, visual design and the fundamentals of building a brand from nothing, working across Adobe and CorelDraw.

EDUCATION

B.F.A., Applied Arts

L. S. Raheja School of Art,
Bandra, Mumbai — 1999–2002

SSC, Shailendra Education
Society, Dahisar, Mumbai —
1986–1996

SKILLS

Conceptualising · Design
Thinking · Brand Building · Visual
Communication · Visual Design ·
Team Management · Creative
Development · Campaigns ·
Client Relationships · Photoshop
· Illustrator · Adobe Creative
Suite · CorelDraw

LANGUAGES

English · Hindi · Marathi

RECOGNITION

25th Hottest Creative in India,
Campaign Brief Asia (2010–11) ·
Award Jury, Manthan Art School
(2022) · **Award Jury**, Asmita
Applied Art Academy (2019–20)

NEXT ISSUE — WHAT RAMCHANDRA IS WORKING ON NOW

Two decades of art direction don't retire when the toolkit turns generative — they direct it. Now leading conceiving and rapid prototyping with AI-native tools across image, video and voice, compressing what used to be a full pre-production cycle into a single working session. Fluent in where the industry is heading, and already building for it.

"A campaign that swept the boards — silvers at Adfest and Goafest, two silvers at the London International Awards, twin bronzes at Spikes Asia and the AAI, and seven honours inside Leo Burnett itself."

DEAR PRIME MINISTER · BHOPAL AWARENESS · 2010–11
2× Silver, London Int. Awards 2010 · Silver + Finalist, Adfest 2010 & 2011 · Silver + 3× Finalist, Goafest 2011 · 2× Bronze, Spikes Asia 2010 · 2× Bronze, AAI 2010 · Finalist, NY Fest 2010 · In-book, In the Work 2010 · 2× Leo Burnett 7+ Award 2010.

"Bronze at Cannes Lions, three separate craft wins at the Kyoorius Design Awards, a place in Lürzer's Archive, and Ogilvy's own Envies Award for print."

PUFFIN CHILDREN'S AUDIOBOOKS · 2015–16
Bronze, Cannes Lions 2015 (Outdoor) · Kyoorius Design Awards 2015 — Design for Communication, Graphic Design Craft & Illustration Craft · Kyoorius Advertising Awards 2016 — Craft for Advertising · In-book, In the Work 2016 · In-book, Best of Ogilvy 2015 · Selected, Lürzer's Archive Vol. 5/2015 · Ogilvy's Envies Award 2015 — Print.

"Finalist at Cannes Lions, silver at both NY Fest and Goafest, and a further bronze for the integrated campaign."

GETTY IMAGES · VISUAL COMMUNICATION IN DM · 2008
Finalist, Cannes Lions 2008 · Silver, NY Fest 2008 · Silver, Goafest 2008 (DM) · Bronze, Goafest 2008 (Integrated Campaign) · Finalist, Goafest 2008 (DM).

"Selected twice over at the same ceremony — for creativity, and separately for its public-service activation."

THE THIRD EYE, NIHAR NATURALS · KYOORIUS ADVERTISING AWARDS · 2021
In-book — Creativity for Good · In-book — Public Service Announcements & Activation.

ALSO RECOGNISED FOR

Greenpeace's "Jackal" (Silver, Olive Crown Awards, 2019) · Penguin Audiobooks (In-book, Kyoorius Advertising Awards, 2019) · "Missing Birth Year" for Rajasthan Patrika (2017) · Samsung's "Mechanic" and "Wife" (2× Finalist, Goafest 2011) · Dial 1298's "Kick & Slap" (Finalist, Exchange4Media 2011) · Luxor's "Highlight What's Important" (Bronze, Goafest 2008, Integrated Campaign) · Bajaj Electrical CFL Bulb (Finalist, Goafest 2008) · Heinz's "In Case of Emergency" (Finalist, Goafest 2007) · Prerana Campaign Case Study (Bronze, AEMA 2007).

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Set in Fraunces & Space Grotesk — Issue Closed 2026

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