



# SHYAN GERSHON

Hi, I'm Shyan Gershon — a thinker, lifelong learner, and artist at heart. I believe that great ideas don't just look good — they inspire, uplift, and create meaningful change. That belief has guided me through an incredible journey, working with brilliant minds across the globe who've pushed me to dream bigger and dig deeper into purposeful creativity. I'm a Creative Director with a foundation in marketing, on a journey to experience the nuanced dynamics of different business markets through creativity.

Lately, I've been passionate about growth — not just mine, but helping teams learn, evolve, and lead through a deeper understanding of human behavior. Because when we truly get people, we create solutions that actually work — for them, and for business.

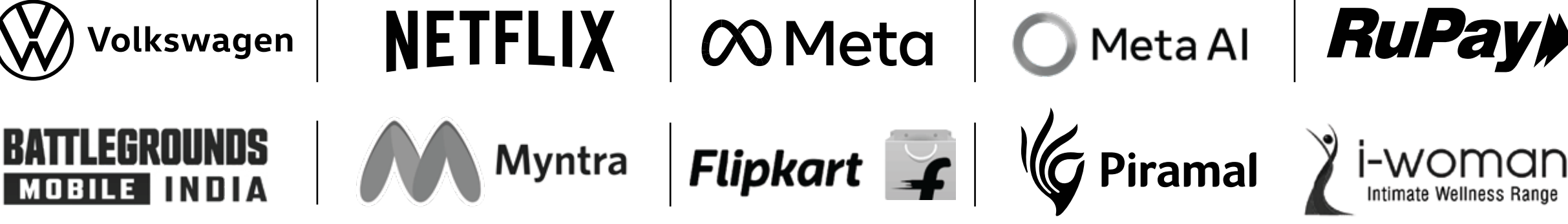
Outside of work, I'm all about music and movement. I love playing music, singing, and composing — my guitar is my happy place. I'm also a tennis and Pickleball junkie, and a die-hard Djokovic fan (yes, I try to mimic his forehand... however not so good). I love my solitude, taking a break from it all and composing soulful tunes with my guitar or just chill on the beach over a good quality Gin. :))

## JOURNEY

- 2012 - 2013 | **Junior Art Director** - TBWA\Sri Lanka
- 2014 - 2016 | **Art Director/ Snr Art Director** - TBWA\Sri Lanka
- 2016 - 2019 | **Creative Group Head** - TBWA\Sri Lanka
- 2020 - 2021 | **Associate Creative Director** - TBWA\Sri Lanka
- 2021 - 2022 | **Associate Creative Director / Creative lead** - Leo Burnett/ Publicis Groupe Sri Lanka
- 2022 - Present | **Creative Director** - DDB Mudra Group Mumbai India

## BRANDS

### INDIA



#### Brand Categories

Automobile | Streaming | Digital & Social platforms | Ai Platforms | Bank & Card Payment Network | E-commerce | Gaming | E-commerce fashion | Pharma/ Healthcare & Intimate Wellness Care

### SRI LANKA



#### Brand Categories

Banking & Finance | Automobile | Telecommunication | Insurance | Biscuit and confectionery | Real Estate | Healthcare | Consumer retail & electronics | Media Publications

## AWARDS

- South Asia's Young Achiever of the Year - Winner : Gold** | Agency of the Year (AOY) 2020
- Spikes Asia** | 1 x Gold Spike | 2 x Silver Spike | 2 x Bronze Spike
- Adfest** | 1 x Lotus Roots | 1 x Gold Lotus | 2 x Bronze Lotus
- Art Director's Club (ADC)** | 1 x Bronze Cube | 1 x Merit Award
- The One Show** | Bronze
- Effies India** | 1 x Gold | 3 x Silver | 2 x Bronze
- Kyoorius** | 2 X Blue Elephant
- Epica Awards** | 4 x Gold Epica | 1 x Bronze Epica
- Lemon Awards** | 2 x Lemons
- D&AD** | Shortlists
- Campaign Breif - The Work** | 5 x Gold
- Ad Stars** | 2 x Gold | 1x Silver | 2 x Crystal | 2 x Bronze
- PHNX Awards** | 1 x Silver PHNX
- One Show Asia** | 2 x Gold
- Slim-Kantar People's Awards** | Advertisement of the Year
- Young Spikes 2014** | Winner
- Young Lions Sri lanka 2013** | Runner-up
- Young Lotus Sri lanka 2016** | Runner-up

## RECOGNITION

- South Asia's Young Achiever of the Year** - Winner (Gold) | Agency of the Year 2020
- Campaign Brief Asia's No.1 Ranking Creative Director** in South Asia/ Sri Lanka
- Campaign Brief Asia's No.1 Individual Creative** ranking in South Asia/ Sri Lanka
- Campaign brief asia's **Most Awarded Creative** in Sri lanka
- Branding In Asia's **One Under 30** - Young Creative Spotlight
- Featured on **Adforum**
- Campaigns featured on **Adforum, Ibbonline, The Work, Campaign Breif Asia, Campaigns of the world, Branding in Asia, Unblock Coffee, Branding.news, Biz community, Adgully, Adobo Magazine**
- Cannes Young lions Jury member
- Adstars Jury member
- Tambuli APAC Jury member
- Shots Awards Jury member
- Drum Awards Jury member
- Red Apple Russia Jury member
- Featured on **Daily News Sri lanka, Daily ft Sri lanka, Campaign Asia, Campaign Brief Asia, Branding In Asia, Campaign India**

## WORK LINK

<https://www.shyangershon.com>

## PERSONAL DEATILS

SHYAN GERSHON  
Whatsapp : +94 71 336 3099  
shyan7gershon@gmail.com  
[www.linkedin.com/in/shyan-gershon](https://www.linkedin.com/in/shyan-gershon)