



shaheed peera

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2021

Career Highlights

- 2003 The most awarded advertising student in Europe
 - 2007 The youngest person at AMV BBDO to have won a D&AD Pencil
 - 2007 Set a Guinness Book of Records for the world's largest robot (twice the size of 2 doubledecker buses). PR stunt for the NFL
 - 2007 Created the World's first lenticular taxi for General Electric
 - 2009 Within 12 months at Langland helped them become the most awarded healthcare advertising agency in the world
 - 2010 Made Bayer UK's first iPhone app. All profits went to charity
 - 2010 The most awarded advertising Creative in the world (of healthcare)
 - 2010 Founded The Creative Floor
 - 2011 Executive Creative Director at Publicis Life Brands Resolute
 - 2012 Invited to No 10. Downing Street for my contribution to charity
 - 2013 Made PLBR became the first healthcare agency to ever win 2 x Silvers at Creative Circle in its 68-year history
 - 2014 Founded The Creative Floor Healthcare Awards
 - 2014 Founded: The Lab. A place for bright sparks. Publicis Healthcare UK diversity scheme
 - 2015 Executive Creative Director at Publicis Life Brands Europe/Real Science
 - 2016 Invited to No.11 and 10. Downing Street for my contribution to charity
 - 2017 Started The Creative Floor Podcasts
 - 2017 Launched Make Blood Cancer Visible art exhibition for Janssen
 - 2018 President of Cannes Lions Health & Wellness. First British Asian and youngest
 - 2019 Invited to Mansion House by The Lord Mayor for my contribution to charity
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Current Position

2013 ~ Present: Founder & CEO,
The Creative Floor Awards, London

Global Creative Lead, Reckitt Benckiser ECommerce

Career History

2011 – 2020

Executive Creative Director, Publicis LifeBrands, London

2008 – 2011

Creative, Langland, Windsor

2003 – 2008

Creative, AMV BBDO, London

2005 – 2011

Part-Time Tutor, Central St Martins

2002 (Placements)

Creative, Grey, New York Creative, Cliff Freeman &
Partners, New York

Education

2001 ~ 2003

Central St. Martins, London

BA (Hons) in Graphic Design, 1st Class Honours

Awards

- 2020 1 x D&AD, In Book
2 x Communique, Gold
1 x Publicis Cannes-Do
- 2019 1 x Clio Healthcare Awards, Bronze
3 x Globals, Golds, Silver
1 x London International Awards, Silver
1 x Eurobest, Bronze
- 2018 1 x Clio Healthcare Awards, Silver
1 x Globals, Bronze
- 2017 1 x Cannes Lion Health, Bronze
5 x IPA BOH, Bronze
1 x Clio Healthcare Awards, Silver
1 x Globals, Gold
5 x Le Book, New York, London, LA, Paris, Berlin
- 2016 2 x Cannes Lion Health, Silver, Bronze
5 x IPA BOH, Gold, Silver, Bronze
- 2015 1 x Cannes Lion Health, Bronze
4 x IPA BOH, Gold, Bronze
- 2014 1 x D&AD, In Book
1 x Cannes Lion Health, Silver
1 x Clio Healthcare Awards, Silver
2 x IPA BOH, Gold, Bronze
1 x PM Digital Awards, Gold
1 x Big Bus Challenge, Finalist
1 x Globals, Gold
- 2013 3 x Creative Circle, Silvers/Finalist
1 x Cannes, Finalist
1 x IPA BOH, Best Copywriting
3 x IPA BOH, Gold/Bronzes
1 x PM Awards, Finalist
- 2012 1 x PHCG European Awards, Winner
9 x IPA Best of Health, Silver/Bronze
1 x PM Digital Awards, Finalist
1 x PMEA, Winner
6 x RX Advertising Awards, Silver/Awards
of Excellence
2 x Clio, Silver/Bronze
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Awards

2011	2 x PM Awards, Gold 1 x IPA Best of Health, Best of Show 1 x IPA Best of Health, Gold 11 x IPA Best of Health, Silver/Bronze 2 x Globals, Gold/Finalist 1 x Big Bus Challenge, Finalist 6 x RX Advertising Awards, Awards of Excellence 2 x Clio Healthcare Awards, Silver/Bronze	2009	8 x IPA Best of Healthcare Advertising, Silver/Bronze 1 x RX Advertising Awards, Silver 1 x Globals, Gold 1 x PM Awards, Gold
2010	3 x Globals, Gold 2 x Clio Healthcare Awards, Bronze 3 x RX Advertising Awards, Gold 1 x RX Advertising Awards, Silver 4 x Institute of Pharmaceutical Marketing, Gold 1 x IPA Best of Healthcare Awards, Best of Show 1 x IPA Best of Healthcare Awards, Best Art Direction 31 x IPA Best of Healthcare Awards, Silver/Bronze	2007	1 x D&AD Best Cinematography, Yellow Pencil 1 x D&AD Viral, Nomination 1 x D&AD Craft, Nomination 1 x London International Awards, Silver 1 x Epica, Silver 2 x BTAA, Diploma 1 x Creative Circle, Nomination
		2005	1 x International 24-Hour Film Competition, 2nd
		2004	1 x Cannes, Best Poster, Finalist 1 x Campaign Poster Awards, Finalist
		2003	1 x D&AD Student Awards, Winner 1 x Royal Society of Arts, Graphic Design, Winner 1 x Student AdShel Awards, Gold 1 x Direct Marketing Student Awards, Winner 1 x Laurent Perrier Student Awards, Winner 1 x British Airways Student Awards, Winner 1 x Transport for London, Student Awards, Winner

Healthcare Accounts

Abbott
Almirall
AstraZeneca
Allergan
Bayer
Boehringer Ingelheim
CRF Health
DSM
Elekta
GSK
Intervet
Janssen
Merck
Merial Animal Health
Napp
Novartis
Omron
Pfizer
PharmaTimes
Reckitt Benckiser
Roche
Sanofi
Schering Plough
Shire
Takeda
ViiV Healthcare

Consumer Accounts

Against Breast Cancer
BT
Bayer
Braun
Birds Eye
Camelot
Clarks
COI
Dulux
Economist
Gillette
Guinness
General Electric
Heinz
Homebase
Pepsi Co
Malaria No More
Masterfoods
Marie Claire
Motorola
Nestle
Nicorette
Norwich Union
NFL
Positive East HIV Charity
RAC
Sainsbury's
The Passage
Walkers
Quaker