**Juan David** **Vasquez**

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**Profile**

Creative Copywriter with 8+ years of agency experience across global markets, blending storytelling with strategy to develop integrated, insight-driven campaigns. A collaborative partner to art directors, strategists, and producers, I deliver conceptually strong, strategically sound creative, aligned with brand identity, and awarded at Cannes Lions, D&AD, One Show, and Clio.

**Skills**

* Conceptual and strategic campaign development
* Brand voice and tone development
* Cross-platform storytelling (Digital, OLV, CRM, OOH)
* Team collaboration
* Pitching and client presentations
* Fast-paced, deadline-driven execution

**Experience**

**Senior Copywriter (Contract)**

**Lighthouse (Scotiabank’s In-house Agency) | Toronto, ON**

February 2023 – Current

* Created the national launch campaign for Scotia Perks, translating customer insights into a cohesive multi-channel narrative.
* Drove CRM and digital acquisition campaigns for core financial products, boosting conversion metrics through targeted messaging.
* Led creative development for the Scene+ x Home Hardware partnership across digital, social, and in-store, ensuring message alignment across touchpoints.
* Collaborated closely with designers, producers, and strategy teams to bring ideas to life from brief to execution.

**Copywriter Consultant (Freelance)**

**Translated | Rome, IT (Remote)**

April 2019 – March 2023

* Partnered with global brands, including Airbnb, Hopper, Uber, and Patreon, to adapt brand messaging for Latin American markets.
* Delivered culturally nuanced creative that retained brand essence while increasing local engagement.
* Supported agile production workflows and cross-market launches with a precise and persuasive multi-lingual copy.

**Senior Copywriter**

**Buentipo Anchor | Bogotá, Colombia**

August 2020 – June 2021

* Led creative on the integrated launch of WOM, a telecom challenger brand, achieving major cultural buzz and rapid market traction.
* Developed omnichannel campaigns, including TVCs, digital ads, and experiential ads, that positioned WOM as a bold voice in the category.

**Senior Copywriter**

**Grey | Bogotá, Colombia**

January 2018 – August 2020

* Co-created an award-winning Greenpeace campaign recognized across global shows.
* Produced integrated work for Volvo, Pfizer, Pedigree, and Chivas Regal, among other brands, balancing brand strategy with storytelling.
* Played a key role in new business efforts, bringing pitch-winning concepts and presentations to life.

**Creative Copywriter**

**Proximity | Bogotá, Colombia**

April 2015 – February 2018

* Led the adaptation of Listerine’s global positioning for Colombia, resulting in an award-winning campaign.
* Developed a print campaign for Sundown® featured in *Lürzer’s Archive Magazine*.
* Crafted creative for brands including Domino’s, Burger King, Neutrogena, and Johnson & Johnson.

**AWARDS**

D&AD – DIGITAL USE OF DATA - WOODEN PENCIL

One Show – CREATIVE USE OF DATA - SILVER PENCIL

Clio – SINGLE PLATFORM - 1 BRONZE

Cannes Lions – MEDIA - 1 BRONZE

Cannes Lions - SOCIAL & INFLUENCER - 1 BRONZE

Cannes Lions - 10 SHORTLISTS

Caples - CONTENT - BRONZE

El Dorado - FILM - 1 GOLD, 1 SILVER

**EDUCATION & CERTIFICATIONS**

**"Writing Under Pressure"**

*Headline writing course by Dan Nelken*

**Diploma - Advertising**

*Seneca College, Toronto, ON*

**Certification - Creative thinking**

*Brother Creativity School, Buenos Aires, Argentina*

**ADDITIONAL SKILLS**

* Creative ideation and problem-solving
* Editing, proofreading and brand voice development
* Social and digital media strategy
* Insight-driven campaigns
* Spanish native, English fluent and French intermediate