

Juan David Vasquez

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Profile

Senior Copywriter with 8+ years of agency experience crafting culturally aware, inclusive storytelling across digital, social, CRM, OOH, and video. Skilled in collaborating with art directors to develop cross-channel concepts and shape integrated advertising campaigns that resonate with diverse audiences. Recognized by Cannes Lions, D&AD, One Show, and Clío for creative excellence and strategic impact.

Skills

- **Creative Strategy & Ideation:** Strategic narrative development, Big idea and campaign platform creation, Brand manifestos and verbal identity, Experiential and brand stunt ideation, Conceptual Thinking
- **Copywriting & Execution:** Copywriting, Copy-art director creative partnership, Cross-channel execution (film, digital, ooh, social)
- **Campaign & Client Management:** Pitch and client presentation, Integrated Advertising Campaigns
- **Leadership & Collaboration:** Mentorship and verbal leadership
- **Technical & Cultural Insights:** Pop culture and trend fluency, Cultural Awareness, AI Tools Engagement

Experience

DEPT®

Oct 2025 - Present

Senior Copywriter (Fixed-term contract)

Toronto, ON

- Develop culturally relevant, social-first campaign copy for eBay US/Canada and Fanatics brands using AI tools to refine messaging, ensuring high engagement and brand consistency across digital touchpoints.
- Translate platform insights into persuasive narratives that resonate with online communities and drive action.
- Partner with Art Directors and strategists to craft compelling creative across multiple projects.
- Provide feedback and written directions to elevate overall creative output.

Lighthouse (Scotiabank's In-house Agency)

Feb 2023 - Aug 2025

Senior Copywriter (Contract)

Toronto, ON

- Led strategic narrative development for integrated advertising campaigns across digital, social, CRM, OOH, and video.
- Concepted and executed the national launch of Scotia Perks, developing a cohesive creative platform that translated seamlessly across channels.
- Crafted high-impact headlines, social content, scripts, and campaign messaging aligned with business objectives and brand voice.
- Presented creative concepts and rationale to stakeholders, refining ideas through collaboration and strategic feedback.
- Supported junior writers through mentorship and hands-on creative leadership.

Translated

Apr 2019 - Mar 2023

Copywriter Consultant (Freelance)

Remote

- Led transcreation of Airbnb's global website and app for the Latin American market, applying cultural awareness and copywriting expertise to maintain intent, style, and tone.
- Partnered with language leads and brand stakeholders to ensure conciseness throughout the language expansion.
- Generated creative copywriting for major brands like Hopper, Patreon, Duolingo, Uber, and Kudo.
- Delivered high-quality content, product narratives, and overall brand messaging across multiple platforms in Spanish and English.

Buentipo Anchor

Aug 2020 - Jun 2021

Senior Copywriter

Bogotá, Colombia

- Conceptualized the 360-launch campaign for WOM, a major telco company entering Colombia.
- Innovated and applied conceptual thinking to generate original ideas for the market.
- Supervised multiple projects simultaneously, demonstrating a versatile and flexible approach.
- Applied data-driven insights and proactive strategies to promptly identify and solve problems.

Grey

Jan 2018 - Aug 2020

Senior Copywriter

Bogotá, Colombia

- Executed a large pro bono project for Greenpeace, winning several ad awards.
- Facilitated communication across multiple channels for clients like CONMEBOL (entity responsible for the organization and governance of South American football's major international tournaments), GlaxoSmithKline, Pfizer, Volvo, Something Special, and Chivas Regal.
- Secured new business through participation in pitches.

Proximity

Apr 2015 - Feb 2018

Creative Copywriter

Bogotá, Colombia

- Adapted Listerine's global brand positioning for the Colombian context through a culturally relevant idea that resulted in an award-winning multi-platform campaign.
- Featured in Lürzer's Archive Magazine for a print campaign for Sundown®.
- Developed copy for clients including Domino's, Burger King, Neutrogena, and Johnson & Johnson.

Mass

Creative Copywriter

- Launched communication and messaging for Virgin Mobile in its first year in Colombia.
- Created compelling copy for Autogermana (BMW and MINI dealership).
- Devised content and guerrilla marketing tactics for Aguila beer brand.

Feb 2014 - Apr 2015

Bogotá, Colombia

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

Dan Nelken

Course, Headline writing

Seneca College

Diploma, Advertising

Toronto, ON

Brother Creativity School

Certification, Creative thinking

Buenos Aires, Argentina

Languages

- Spanish (Native)
- English (Fluent)
- French (Intermediate)