**Juan David** **Vasquez**

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**Profile**

Award-winning creative copywriter. Determined to solve business problems through compelling concepts and culturally relevant ideas.

**Skills**

**Passionate storyteller:** Proactive methodology and dedication to craft relatable and relevant stories to consumers.

**Research-oriented:** Proficient in gathering and interpreting data and transforming it into effective concepts and campaigns.

**Collaborative:** Apply a holistic approach to leverage every team member in the creative process to secure success.

**Multitasking mindset:** Can manage multiple projects simultaneously and use time management skills to quickly shift priorities under tight deadlines and in fast-paced working environments.

**Experience**

**Senior Copywriter (Contract)**

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

February 2023 – November 2023

* Collaborate with key stakeholders on creating the email campaign to launch Scene+'s new partnership with Home Hardware.
* Craft email and digital messaging to drive customers to use Scotia’s products and services, including mortgages, insurance, loans, D2D banking, and investments.

**Copywriter Consultant (Freelance)**

**Translated | Remote**

April 2019 – March 2023

* Took a leadership role in adapting Airbnb's global website and app to the Latin American market, implementing transcreation. This technique combines translation and copywriting to adapt a message while maintaining 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.

**Senior Copywriter**

**Buentipo Anchor | Bogotá, Colombia**

August 2020 – June 2021

* Conceptualized the 360-launch campaign for WOM, a major telco company entering Colombia.
* Innovated and applied creative 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.

**Senior Copywriter**

**Grey | Bogotá, Colombia**

January 2018 – August 2020

* Executed a large pro bono project for Greenpeace, winning several ad awards.
* Facilitated communication across multiple channels for clients like CONMEBOL, GlaxoSmithKline, Pfizer, Volvo, Something Special, and Chivas Regal.
* Secured new business through participation in pitches.

**Creative Copywriter**

**Proximity | Bogotá, Colombia**

April 2015 – February 2018

* 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.

**Creative Copywriter**

**Mass | Bogotá, Colombia**

February 2014 – April 2015

* 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.

**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**

**Diploma - Advertising**

*Seneca College, Toronto, ON*

**Certification - Creative thinking**

*Brother Creativity School, Buenos Aires, Argentina*