




ELIZABETH CAJAS

Creative.

July / 17th / 1998 

Sao Paulo, Brasil 

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ABOUT ME

Creative with a purpose. Copywriter for humans before brands. I'm a strong believer for things that matter, difficult ideas, controversial campaigns, you name it... I'm here for it.

I'm not afraid to ask or to get involved in new areas.

My motto: "Soy creativo porque creo." Ernersto Savagglio.

ACADEMIC

(2017 - 2020) Tecnológico Espíritu Santo / Ecuador

Degree in Graphic Design and Media

(2020- 2022) Miami Ad School / Buenos Aires

Copywriting Portfolio Program

WORK EXPERIENCE

(2017) Hotel City Plaza

Community Manager / Designer - Intern

(2018) Teatro Sánchez Aguilar

Community Manager / Copywriter / Digital Planner

(2018) Café y Vino Bar del Teatro

Content Manager / Copywriter

(2019 - present day) Paradais DDB

Content Manager / Copywriter

(2020 - present day) Awake Magazine

Freelance copywriter

ACHIEVEMENTS

1 Effie College Award (2018)

1 Effie College Shortlist (2019)

1 Cóndor de Plata Estudiantil (2018)

COURSES & CONGRESSES

Cannes Lions Edit (Sept, 2018). Creativity and Advertising Congress. Ecuador.
Media Planning Workshop with Juan Isaza (Sept, 2018). Cannes Lions Edit. Ecuador.
Reinvention (Oct, 2018). Congress for ideas, innovation y creativity. Ecuador.
Consultancy with Asimétrica (Jun, 2019). Audience developement, content and email marketing. Spain.
IMS Certification (Nov, 2019) in Twitter, Linkedin, Twitch, One Metric, Programmatic, Gamming, Spotify, EA.
Cannes Lions Edit (Nov, 2019). Creativity and Advertising Congress. Ecuador.
Take a Brief. (Nov, 2019) Creativity Workshop with Clara Dooley y Christophe Brumby. Ecuador.
Telling a story and surviving it. (Nov, 2019) Workshop with Pernille Raven. Ecuador.
Advertising Creativity with Humberto Polar (Mar, 2020). Crehana Online Course
The Art of Storytelling with Sergio Ituero (Apr, 2020). Crehana Online Course

SKILLS



REFERENCES

Boris Alvarado - Comandato
Head of Digital (present day)
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Elizabeth Sánchez - De Prati
Head of Marketing (present day)
+593 984 278 282

Ma. Daniela Andrade - Paradais DDB
Social Media Manager (2019-2020)
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