

## EXPERIENCE

### JWT, New York + Miami Ad School NY

July - September 2013

Creative Copywriter Intern (MAS Greenhouse)

Contributed with launch ideas for the NOKIA rebranding campaign; concepted and wrote TV scripts for Schick Hydro razors. Developed headlines and copy for Tylenol.

### Cutwater, SF + Miami Ad School SF

April - June 2013

Creative Copywriter Intern (MAS Greenhouse)

Created headlines, print ideas and radio spots for Feeding America. Developed ideas for SKYY Vodka and HINT Water.

Developed ideas for Cutwater's agency image.

### DRAFTFCB, NY + Miami Ad School NY

January - March 2013

Creative Copywriter Intern (MAS Greenhouse)

Helped develop an online platform for the Brady Campaign, fighting for gun control (addressing the NRA); Created an app for the NYPD.

### JWT Frankfurt, Germany

April - September 2011

Creative Intern - Nestlé confectionery team

Developed concepts & tactics for KitKat, After Eight and Smarties.

Was involved in a winning global pitch for KitKat.

### Sanoma Hearst, Romania

September 2009 - March 2011, Full-time

Jr. Designer for Esquire Magazine Romania;

Helped launch the Esquire website;

Concepted and executed various print ads for Esquire, National Geographic, Harper's Bazaar.

## SKILLS

Freehand Illustrations in pen ink and watercolor; free drawing.

### Adobe CS 6

Advanced: Illustrator

Intermediate: Photoshop, InDesign

## EDUCATION

### Miami Ad School Europe

October 2011 - December 2013

Copy Writing Program

+ AD, Typography & Photography Classes.

### Bremen University, Germany

October 2007 - April 2008

Erasmus Scholarship

International Relations, European Studies

### Babes-Bolyai University, Romania

October 2006 - July 2009

Degree: Bachelor of Science (Bologna)

equivalent to a 4 year degree in the USA.

Major: International Relations

## AWARDS 2013

### ADC Germany

BRONZE - The Unicef Second-Hand App Store

### Young Guns

FINALIST - The Unicef Second-Hand App Store

### Lürzer's Archive

Published 01/2013 issue - 13 Street Print Campaign

Preselected - February 2013 - Student Of The Year.

Finalist - August 2013 - Student Of The Year.

## YOU'VE SEEN MY WORK IN

Lürzer's Archive, HuffingtonPost.com, Fubiz.com, HelloYouCreatives.com, theNYEgotist.com, Talent.Adweek.com, theSFEgotist.com, Werben & Verkaufen [www.wuv.de](http://www.wuv.de).

## LANGUAGES

English Native level (Cambridge, TOEFL, SAT)

German Proficient (ÖSD Z, ÖSD M)

Spanish Advanced

Romanian Native

## COUNTRIES/WORK PERMITS

EU Citizen (Romanian Citizenship)

USA (H1B, O1 & J1 - Status Eligible)