

ALEX PETRACHE

CREATIVE COPYWRITER

alexpetrache.com
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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 (ideas & content);
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
Additional 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, Fubiz.com, HelloYouCreatives.com,
theNYEgotist.com, theSFEgotist.com,
Talent.Adweek.com, Creativity Online,
Werben & Verkaufen 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 (O1 & J1 - Status Eligible)