

PATRICIA ARGÜELLES

CREATIVE STORYTELLER THAT USES STRATEGIC AND MEANINGFUL INSIGHTS TO CREATE CHANGE.



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patriciarguelles.com

SKILLS

G. Suite

Social Platforms:
Twitter. Instagram. Facebook

Adobe Creative

LANGUAGES

Spanish **Native**

English **Bilingual**

French **Bilingual**

EXPERIENCE

JWT. New York: Intern Copywriter

January 2019 - March 2019

- Concepted and pitched Emirate Airlines new business
- Developed content for UN woman 2019 IWD

People Ideas & Culture. New York: Intern Copywriter

March 2019 - June 2019

- Collaborated on a rebranding project (naming and concept)
- Created social media content and video strategy
- Clients: Wyndham Rewards. New Holland

DDB. Madrid: Junior Copywriter

April 2016 - September 2017

- Generated social media content
- Produced radio spots, OOH and branding
- Client: Telepizza. Anida. IDEO

DDB. Madrid: Account Manager

November 2015 - April 2016

- Managed accounts and client KPIs
- Client: Telepizza

Telling Insights. Madrid: CoolHunter.

January 2015 - June 2015

- Investigated new trends as coolhunter.
- Worked on sociological research and communication strategy
- Client: Ikea, Sunny Delight.

EDUCATION

Miami AD School. Miami & NY: Copywriting

January 2018 -

Creative Concepting. Ideas Development. Script Writing. Gaming Concept. Storytelling. Stand Up Comedy.

La Sorbonne. Paris: Master 1 Communication, Marketing

September 2014 - February 2015

Investigation skills. Creative Strategy. Communication Strategy.

Universidad San Pablo Ceu. Madrid: Advertising & PR

September 2010 - June 2015