

# PATRICIA ARGÜELLES

Creative Copywriter / Project Manager



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www.patriciarguelles.com

## EDUCATION

### **Miami AD School.** Miami & NY: Copywriting

January 2018 - January 2020

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

## SKILLS

G. Suite

Social Platforms:  
Twitter. Instagram. Facebook.

Adobe Creative

## LANGUAGES

Spanish **Native**

English **Bilingual**

French **Bilingual**

## EXPERIENCE

**Freelance** : Creative Copywriter. Creative Brand  
Strategyst. Creative Community Manager  
March 2020 -

- Brand construction + launch: Elihades
- Community Manager: Circulo de Tiza
- Creative content: Shon Mott...

**People Ideas & Culture.** New York: Creative 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

### **JWT.** New York: Creative Copywriter

January 2019 - March 2019

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

### **DDB.** Madrid: Creative 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.