

VERA KARPOVA

Copywriter / karpova.vera@gmail.com

EDUCATION

Copywriting

Miami Ad School

2009 – 2011

BA in Marketing & Advertising

Moscow Academy for Humanities and Social

2002 – 2007

EXPERIENCE

Kolle Rebbe GmbH – Hamburg

Jr. Copywriter

Accounts: Lufthansa, Google, Ritter Sport, Elbjazz Festival, Misereor

Concepting for online and offline, writing and linguistic expertise for international clients.

March 2012 – Current

Kijjaa Digital Miracles – Moscow

Freelance Copywriter

Accounts: Got2Be, RGI International (developing company), Rice Ninja restaurant chain.

Concepting and writing for digital campaigns, web and social media.

Jan 2011 – Mar 2012

Mekanism – San Francisco

Copywriter Intern

Accounts: Levi's, Croc's, DKNY, TruTV

Jan 2011 – Apr 2011

Serviceplan – Munich

Copywriter Intern

Accounts: BMW, BMW motorsport, Castrol, Avia

Participating in winning pitch for BMW Motorsports, concepting for digital and traditional media.

Oct 2010 – Dec 2010

Jung von Matt Elbe – Hamburg

Copywriter Intern

Accounts: Bosch, RWE, 1&1, Mercedes Benz, L'Tour.

Participating in winning pitch for Bosch IXO, concepting for promo and digital activations.

July 2010 – Sept 2010

Leo Burnett – Moscow

Copywriter

Accounts: McDonald's, Wella, Herbal Essences, Tide, Dreft, Nico Juices (Coca-Cola), Doshirak FCB, Mobile TeleCom

Apr 2006 – May 2009

Making my way from a Junior position up, concepting and writing for traditional and nontraditional media, winning pitches for multiple accounts including McDonald's, being a leading writer during a global rebranding of Herbal Essences account, winning multiple local and international awards.