

LIS MERY RAMÍREZ

ASSOCIATE CREATIVE DIRECTOR
/ COPYWRITER

CONTACT

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EDUCATION

MIAMI AD SCHOOL | 2015–2017
Copywriting

RUTGERS UNIVERSITY | 2004–2008
Sociology & Latino Studies

SKILLS

BRANDING
SCRIPTWRITING
STRATEGIC PLANNING
SOCIAL MEDIA MANAGEMENT
PHOTOGRAPHY
UX/UI WRITING
VIDEOGRAPHY

LANGUAGES

ENGLISH  99%
SPANISH  99%

DESIGN

PHOTOSHOP  70%
ILLUSTRATOR  85%
INDESIGN  70%
PREMIERE  80%

AWARDS

2017 YOUNG ONES
2016 YOUNG SHITS
2016 ADDYS MIAMI
2016 GOLDEN AWARD OF MONTREAUX
2016 CREATIVE CONSCIENCE AWARDS

WORK EXPERIENCE

FCB New York | Associate Creative Director | Aug 2021–Present

Florida Blue. Goldman Sachs. Lincoln Financial Group. Mets. Michelob Ultra. MorningStar Farms. QuickBooks. Spotify. Stella Artois.

Freelance Copywriter | Jan 2016–Present

Aveeno. IDT. Goya Foods.

Publicis New York | Senior Copywriter | Sep 2019–July 2021

Carnation. Coffee mate. Garnier. L'Oréal. Lancôme. Nutrisse. Olia. Yves Saint Laurent. Whole Blends.

TBWA\Chiat\Day New York | Copywriter | May 2017–Sept 2019

Accenture. Hilton. Nissan USA.

DDB New York | Creative | Jan–Mar 2017

Cotton. State Farm.

TBWA\Chiat\Day New York | Creative | Oct–Dec 2016

AirBnB. IKEA. Jameson. Michelin. McDonald's. TD Bank. Travelers Insurance. Volaris Air.

***S,C,P,F New York | Creative | Jul–Sep 2016**

Almay. Benadryl. Carlos Albizu University. CND. Cutex. Estrella Jalisco. Mitchum. Neulasta. Revlon. Zyrtec.

HAVAS Worldwide | New York | Freelance Copywriter | Jun 2016

IBM.

Mirum Agency | Creative | Apr–May 2016

PCA Skin. United Airlines.

JWT Worldwide | Creative | Apr–May 2016

Banana Boat. City Parks Foundation. Häagen-Dazs. Tylenol. 7-Eleven. Wild Turkey.

STUDIOB4 Media | Founder/Creative Director | Aug 2013–Sep 2016

Developed brand identity projects and implemented strategic creative campaigns for print, digital and social media.

Perth Amboy Gallery Center for the Arts | Director | May 2011–Jan 2015

Managed yearly roster of exhibits, education programs, summer camp and community events. Wrote city-wide Arts Plan funded by the National Endowment for the Arts.

WRSU FM | On-Air Radio Host | Sep 2007–Dec 2014

Host and producer for weekly music show covering alternative Latino arts & culture. Conducted interviews, managed live performances and promotions.