

# RAMON BLANCO

SENIOR COPYWRITER

Colombia

I'm a creative copywriter with more than ten years of experience in the world of ideas, thinking, writing and directing them in TV spots, institutional videos, manifestos, digital content, radio spots and jingles. I like to look after the DNA of each brand, its coherence, its speech and what it stands for, but I am also a fan of being involved along the processes of each deliverable or each new piece that the world will see.

[ramonfelini@gmail.com](mailto:ramonfelini@gmail.com)

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## Experience

Freelance Senior Copywriter

**Publicis**

Bogotá - Colombia  
Aug 2023 - Present

Freelance Senior Copywriter

**Ogilvy**

Bogotá - Colombia  
Apr 2023 - Aug 2023

Freelance Senior Copywriter

**Latir**

Bogotá - Colombia  
May 2022 - Jun 2023

Creative Director

**Fantástica**

Bogotá - Colombia  
Aug 2019 - Sep 2020

Creative Director

**MullenLowe SSP3**

Bogotá - Colombia  
May 2017 - Jul 2019

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Senior Copywriter

Grey Colombia

Bogotá - Colombia  
Jan 2016 - Apr 2017

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Senior Copywriter

Geometry Global

Bogotá - Colombia  
Jul 2014 - Nov 2015

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Senior Copywriter

Sancho BBDO

Bogotá - Colombia  
Jul 2009 - Jun 2014

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Junior Copywriter

Aguayo

Bogotá - Colombia  
Jan 2008 - Jul 2009

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#### Skills

Creative Direction

Copywriting

UX Writing

Storytelling

Video Direction

Branding

Strategy

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