## **PAT MEDINA**

I'm a seasoned advertising copywriter based in Manila, PH. I've done award-winning campaigns mostly for FMCGs, and I'm always up to tell new and fresh stories that cover both strategy and craft.



#### **Work Experience**

#### SENIOR COPYWRITER Publicis JimenezBasic May 2024 - present

- · Above the line and digital
- Responsibilities: Ideating for big and small campaigns, writing copy for digital content, billboards, scripts for radio and TV commercials
- · Brand: Nescafe

#### **SENIOR COPYWRITER**

Ace Saatchi & Saatchi Mar 2022 - Apr 2024

- · Above the line and digital
- Responsibilities: Ideating for big and small campaigns, writing copy for digital content, billboards, scripts for radio and TV commercials
- Brands: Piattos, Tortillos, Krrrrunch, Del Monte Vinamilk Yogurt Drink, SMDC, Tanduay Light

### COPYWRITER Mulloplowe TPI

MullenLowe TREYNA Mar 2018 - Jul 2021

- · Above the line and digital
- Responsibilities: Ideated for big and small campaigns and wrote copy for digital content, billboards, and scripts for radio and TV commercials
- Clients: Knorr PH, TRESemmé PH, Surf PH, Alaska Milk Corporation, San Mig Coffee, BPI
- Laterally transferred from MullenLowe MARC (management decision)

#### Recognitions

#### 2022 ADOBO LIA NOT-SO YOUNG CREATIVE COMPETITION SHORTLIST / TOP 10

- "Unbannable Legends" for Adarna House
- A competition exclusively for senior copywriters, associate creative directors, and creative directors
- Placed 10th out of 96 entries

## 2020 PANATA AWARDS GOLD - Creative Effectiveness

 "Kanya-Kanya: A Film by Knorr"

# 2019 ANVIL AWARDS GOLD - Public Relations Tool (Exhibits and Special Events Launch)

 "Avon Philippines: Avon Encourages Filipinas to Step Into Their Comfort Zone"

## 2019 ANVIL AWARDS GOLD - Public Relations Tool

GOLD - Public Relations Tool (Exhibits and Special Events Launch)

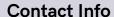
 "Avon Philippines: Avon Makes Its Mark"

#### **Educational History**

## ATENEO DE MANILA UNIVERSITY

**AB Interdisciplinary Studies** 

- Tracks: Communication and Arts Management
- English used as main medium of instruction





patricia@medina.ph



patmedina. journoportfolio.com