# **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 Ace Saatchi & Saatchi

Mar 2022 - present

- Above the line and digital
- Current 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, Metrobank

## **COPYWRITER** 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,
- Laterally transferred from MullenLowe MARC (management decision)

#### **COPYWRITER**

MullenLowe MARC Jul 2017 - Mar 2018

- Responsibilities: Ideated for public relations campaigns and events and wrote copy for all supporting materials (including seeded PR articles)
- Clients: Avon Philippines, Ballet Manila, Casa de Memoria, JBL Philippines

# 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 (Exhibits and Special Events Launch)

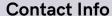
• "Avon Philippines: Avon Makes Its Mark"

# **Educational History**

#### ATENEO DE MANILA **UNIVERSITY**

**AB Interdisciplinary Studies** 2009-2014

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





patricia@medina.ph



+63 917 500 9450



patmedina. journoportfolio.com