

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, BPI
- 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

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