



VICTORIA PARDO

BILINGUAL COPYWRITER |
CONTENT CREATOR

I'm passionate about storytelling and am attracted to every creative process that enables real connections with people. I'm interested in becoming a part of authentic projects that help shape the cultural narrative and give voice to inspiring leaders.

PROFESSIONAL EXPERIENCE

Brand Content + Storytelling (2021-2025)

Freelance

I help clients establish, position, and grow their brands through a proactive, integrated approach. My focus covers account management, strategic 360° campaign development and execution, content creation, metrics/reporting, and more.

Wunderman Thompson (2022)

I Processed and wrote in diverse copy styles for United Airlines' Client Team. Partnered with the creative leads to concept and collaborate on campaign ideas and social tactics.

Media.Monks (2021)

As a Senior Copywriter, I wrote captivating copy for a wide range of clients in different countries such as HP, Door Dash and Hotels.com, making sure brands' needs were met and that their voice and messaging were clear and in sync with the almighty UX and CX.

Conway + Partners (2019-2020)

Wrote copies and elaborated in-depth analysis of brands, their industry, competitors and target audience to create digital guidelines. Developed & executed integrated creative ideas, mainly digital products. Oversaw campaigns for Aston Martin Residences, Garzón, Cipriani, among other luxury residential and real-estate clients in South America and the US.

Alianza Juntos por el Cambio (2019)

Argentinian Presidential Campaign

Worked together with editors and creatives delivering powerful audiovisual content. Our goal was to spark meaningful conversations among young audiences soon to choose their next representative.

Argentina's Ministry of Production (2019)

Developed the entire content and curation process for social media. Wrote short documentary films featuring workers' unique stories and skills. Contacted other ministries to drive the communication of relevant public programs.

Public Affairs Ministry of Buenos Aires Province (2017-2018)

Translated Governor María Eugenia Vidal's values and objectives into a compelling narrative relating to diverse audiences. Composed editorials, press releases, articles. Created internal content for the different areas of the government to communicate with their public. Trained other teams on speechwriting and analysis skills. Wrote opinion articles, letters and texts for a variety of media. Worked on the mid-term election campaign.

Juanito Ya (2016-2018)

Business plan, brand development and overall creative strategy for my own vintage-inspired windbreaker brand.

EDUCATION

Creative Writing Workshops (2013-Present)

Attended numerous creative writing workshops with renowned contemporary authors and some of the leading voices in BA's literary scene such as Dolores Reyes, Juana Isola, Leila Guerriero, Pedro Mairal, Esteban Schmidt, José Santamarina and Virginia Cosin.

Austral University (2012-2016)

BA in Social Communication & Journalism

Michael Ham Memorial College (2009)

Bachelor's degree in Economic Sciences and Organization Management

LANGUAGES

Fluent in Spanish and English.

CONTACT ME!

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