



PROFESSIONAL SUMMARY

I am a creative copywriter with multidisciplinary experience in advertising and brand communication. I create ideas that work across formats - from copy and video scripts to outdoor, indoor, and social campaigns. I developed creative concepts and content for brands including Almaty Marathon, VIVO, Honor, Santo and Tele2. My work includes videos, key visuals, naming, and integrated campaigns. Several projects were featured on Ads of the World. I actively participate in creative competitions such as D&AD New Blood, Young Ones, Red Apple, Young Drummers and others, continuously pushing my skills and ideas beyond commercial briefs. Young Silver Mercury 2025 - gold

WORK EXPERIENCE

Jan 2023 — Jan 2024	Junior Copywriter, McCann Almaty Kazakhstan, Almaty - Contributed to the development of creative concepts for both local and global brands across FMCG, pharma, and retail industries. - Wrote copy for video scripts, social media content, outdoor campaigns, and digital banners. - Participated in brainstorming, internal pitches, and client presentations. - Helped localize global creative platforms for the Kazakhstani market. - Assisted in preparing case submissions for major industry festivals such as D&AD New Blood, Jolbors, and Golden Drum. - Collaborated closely with art directors and account managers to ensure fast and effective creative execution.
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EDUCATION

Aug 2024 - Jul 2028	Bachelor, Faculty of Media and Communications (FMK) Serbia, Belgrade Studying key areas of digital marketing, including Google Ads, social media, and email campaigns, with a focus on strategy, analytics, and hands-on projects based on real briefs.
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SKILLS

Creative writing	Intermediate	Storytelling	Intermediate
Brand strategy	Advanced	Research skills	Intermediate
Idea generation	Advanced	Visual communication	Intermediate

COURSES

Sep 2023 - Jan 2024	Brand-strategy , FERMA
Apr 2023 - Aug 2023	Conceptual Thinking: How to come up with ideas? , MADS

LANGUAGES

Russian	Native	Serbian	B2 - Upper intermediate
English	B2 - Upper intermediate		

LINKS

[Linkedin](#)

HOBBIES

Candidate for Master of Sport in billiards - i appreciate the precision and mental focus it demands. I enjoy both playing and watching football, especially for the dynamics of teamwork and rhythm. I also train in Muay Thai, which keeps me sharp, disciplined, and balanced.