

John Eboseta

johnebos01@yahoo.com

www.johneboseta.com

PROFILE

I'm always eager to learn and creatively contribute to organisational growth and success. With 5 years experience in the Advertising/ Marketing and Financial Industries, I've been able to achieve this in various capacities. My singular goal is to **create** - while working with similar minds to bring great ideas to life.

WORK EXPERIENCE

COPYWRITER x CONTENT WRITER

Razor Group Berlin April 2022 - August 2022

As part of the in-house D2C Creative Team, we were responsible for the creation, concepting and communication of over 40 FMCG brands and products, preserving brand tonality and working on content and brand-book creation, and as point of contacts for Brand Lab Managers. I learned a lot about the E-Commerce Industry and its relationship with the Creative Advertising Industry.

COPYWRITER (Internship)

Scholz & Friends Hamburg July 2021 - September 2021

At Scholz & Friends Hamburg, I was privileged to work on concepts for McDonald's, Vodafone, NUK, AOK etc. I was part of the team that won the pitch for the Cathedral City Cheddar business.

COPYWRITER (Internship)

INGO Hamburg April 2021 - June 2021

I was part of the inaugural INGO Hamburg team, working on and pitching ideas for a wide variety of brands - Burger King, Audi, Milka, Persil, Aral, Curtice Brothers etc. We won the pitch for the Foodpanda Deutschland during this period.

COPYWRITER (Internship)

DDB Berlin January 2021 - March 2021

As part of the fulfilment of my 2nd year in Miami Ad School, I had my first 3 month internship at DDB Berlin, working as part of the Volkswagen creative team, pitching for global campaigns and learning more about the inner workings of the global ad scene.

JUNIOR COPYWRITER

Insight Publicis October 2017 - September 2019

I was part of a team that created some of the biggest campaigns in Nigeria and Sub-saharan Africa. I wrote several TV Commercials, Radio Spots, and came up with concepts for major brands like Heineken, Tiger Beer, Strongbow, FCMB etc.

AWARDS & HONOURS

Andy Awards Gold 2021

Summit Awards 2021

Communication Arts 2021

New York Festival Advertising Awards 2021 (Finalist)

Ad Stars Awards (Finalist)

WARC Awards 2019 (Silver) Heineken Chairman #192Countries Insight Publicis

Miami Ad School Scholarship Competition 2018 (Winner) Creativity Week Africa

QUALIFICATIONS

Copywriting Portfolio Program Diploma

Miami Ad School Europe, Hamburg, Germany.

Graduate Proficiency Management Certificate,

Nigerian Institute of Management (Chartered)

Bachelor of Arts (B.A) Degree

University of Benin, Nigeria.

SKILLS

Copywriting

Concepting

Teamwork

Ad Rapping

Voice Over Artistry

Song/Jingle Writing

Writing - Creative and Feature Writing; Web Content Creator

Editor - Written Content; Video Content

Competence in Microsoft Office Suite, Microsoft Office Project

Competence in Adobe Photoshop, After Effects, Illustrator (Basic)