

# John Eboseta

Create or die trying...

Kuhnsweg 6, 22303, Hamburg.

[johnebos01@yahoo.com](mailto:johnebos01@yahoo.com)

+4915145869750

## PROFILE

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I'm always eager to learn and contribute positively 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* - and I've done this recently while working for numerous local and International brands.

## WORK EXPERIENCE

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### **COPYWRITER (INTERN)**

**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 (INTERN)**

**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 (INTERN)**

**DDB Berlin** January 2021 - March 2021

As part of the fulfilment of my 2nd year in Miami Ad School, I had a 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.

### **CUSTOMER RELATIONS OFFICER (Retail Banking)**

**United Bank For Africa (UBA)** June 2016 - July 2017

I handled day to day interactions with customers, as well as handling of Funds Transfers, Account Opening and Management, Card Issuance etc. while recruiting new customers for the bank every day. I was able to secure over 400 Million Naira in new business to the bank.

### **ASSISTANT PRESIDING OFFICER,**

**Independent National Electoral Commission (INEC)** March 2015 - April 2015

I worked as an Ad-Hoc staff during the Governorship Elections in Ekiti State, Nigeria. This entailed the seamless handling of the election process, counting of ballots and the overall organisation of booths for over 5 Million voters.

### **ENGLISH LITERATURE TEACHER,**

**All Souls Anglican Grammar School** Sept. 2014 - June 2015

As part of the fulfilment of the mandatory service year for all graduates in Nigeria, I worked as a Literature Teacher in a Public School.

### **AUDIT TRAINEE/ ADMIN. OFFICER**

**John Edo. Aiterebhe & Co. Chartered Accountants** April 2014 - July 2014

I was responsible for the day to day running of the business, while training as an Auditor. This comprised the evaluation of clients' accounts and examination of core financials dealings during the business year.

## AWARDS & HONOURS

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### **ANDY Awards 2021 (Gold)**

The New York Times - *Half Truths are Lies Too*

### **New York Festival Advertising Awards 2021 (Shortlist)**

The New York Times - *Half Truths are Lies Too*

### **Miami Ad School Scholarship Competition 2018 (Winner)**

Creativity Week Africa

### **WARC Awards 2019 (Silver)**

Heineken Chairman #192Countries

## QUALIFICATIONS

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### **Copywriting Portfolio Program Diploma (In view)**

Miami Ad School Europe, Hamburg, Germany.

### **Graduate Proficiency Management Certificate,**

Nigerian Institute of Management (Chartered)

### **Bachelor of Arts (B.A) Degree, English and Literature.**

University of Benin, Nigeria.

## SKILLS

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Copywriting

Voice Over Artistry

Song/Jingle Writing

Great Communication Skills and Interpersonal Relations

Public Speaking

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)