



JOHN EBOSETA

Copywriter. Conceptor.

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 thejohnboseta@gmail.com

EDUCATION

Cannes Lions Creative Academy

June 2023

Miami Ad School, Hamburg Copywriting Portfolio Program

2019 - 2021

University of Benin, Nigeria

BA (Hons)

2009 - 2013

AWARDS & HONOURS

- Andy Awards (Gold)
- Summit Awards (Gold)
- Graphis Awards (Gold)
- Communication Arts (Gold)
- New York Festival Advertising Awards (Finalist)
- Ad Stars Awards (Finalist)
- WARC Awards 2019 (Silver)
- Miami Ad School Scholarship Competition 2018 (Winner)
Creativity Week Africa

EXPERTISE

- Copywriting
- Concepting
- A.I. Prompting
- UX/UI Copy und Design
- Brand Storytelling
- Digital Marketing

PROFILE

I'm always eager to learn and creatively contribute to brand growth and success. With over 6 years experience in Advertising/Marketing and Financial Industries, I've been able to achieve this in various capacities. My career goal is to **create**, while working with similar minds to bring great ideas to life.

WORK EXPERIENCE

thjnk

Copywriter x Conceptor

Jan 2023 - date

I currently work as a copywriter and conceptor at thjnk GmbH, where I've worked on brands like Audi, Beiersdorf (Hansaplast), Lufthansa, Veltins, IKEA and more.

Razor Group

Copywriter x Content Writer

April - August 2022

I was responsible for the marketing of over 40 FMCG brands and products in a versatile role as a copywriter, which included creating conceptual, SEO, and performance-driven copy, social media posts, blog posts, email copy, UX/UI copy, Amazon product descriptions etc.

Scholz & Friends

Copywriter x Content Writer x Conceptor

July - Sept 2021

At Scholz & Friends Hamburg, I had the privilege of working on campaign concepts for McDonald's, Vodafone, NUK, AOK, and others. I was part of the team that won the pitch for Cathedral City's Cheddar business.

INGO Hamburg

Copywriter x Conceptor

April - June 2021

As part of the founding team at INGO Hamburg, I worked on a wide range of brands—Burger King, Audi, Milka, Curtice Brothers, and others. During that time, we won the bid for Foodpanda Germany.

DDB Germany

Copywriter x Conceptor

Jan - Mar 2021

I was part of Volkswagen's creative team, working on concepts and pitching ideas for global campaigns, while learning more about how the international advertising industry works.

Insight Publicis

Copywriter x Conceptor

Oct 2017 - Sep 2019

I was part of a team that developed some of the largest campaigns in Nigeria and sub-Saharan Africa. I wrote several TV and radio commercials and developed concepts for major brands such as Heineken, Tiger Beer, Strongbow, FCMB, and others.

United Bank for Africa

Customer Relations Officer

2016 - 2017

I was responsible for daily customer interactions, processing FTOs, and customer management. I also single-handedly brought in over 400 million naira (250k Euros) in new business for the bank, as well as several new HNI clients.