

Ale Vidal

EXPERIENCE

MediaMonks, LA

Sr. Copywriter June 2021 - Present

In charge of California Lottery everyday creative tasks, part of an account winning pitch team at the agency, working with brands like Netflix, WhatsApp, KIA, and VIX.

Alma DDB, Miami

Copywriter January 2019 - June 2021

In charge of social media copy, including search ads and every day posts, for brands like Sol Beer and TFF in two languages. Working as an articulator of concepts with brand purpose for Sol Beer, TFF and Netflix LATAM, Quickbooks, Google, among others.

TBWA\Chiat\Day LA

Jr. Copywriter July 2018 - December 2019

Conceptualized and developed creative assets for brands like Grammys, Gatorade, IMAX, UNIQLO, and Regal Cinema. Worked closely with senior creatives on pitches for new business on a short timeline.

Y&R Miami / The Bravo Group

Copywriter Intern January 2018 - March 2018

Responsible for writing digital content and developing campaigns while working closely with art directors and account managers on tight schedules. Brands included Mazda Latino, Chevron, and Dell.

Furia World, Argentina

Creative Intern October 2017 - December 2017

Translated and proofread writing content for agency use. Designed and executed retail ads, web pages, and branding content for Stella Artois, Clamato, and among other brands.

Alma DDB, Miami

Creative Intern July 2017 - September 2017

Worked closely with junior and senior creative team members to review, evaluate and conceptualize materials for client briefs. Projects included McDonald's and Tobacco Free Florida.

Bilingual copywriter specializing in the conceptualization of advertising campaigns created to reshape culture.

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EDUCATION

Miami Ad School, Miami

Copywriter

July 2016 - June 2018

School of Visual Arts, New York

BFA Advertising

August 2012 - May 2016

LANGUAGES

Spanish
Native

English
Professional

RECOGNITIONS

Campaign BIG Award

Juror, 2021

Automotive, Sponsorship, Print.

Young Lions Global Competition

Shortlist, 2021

Dear Boomers, One Young World.

Young Lion Hispanic USA

Gold, 2021

Saving Tienditas, Facebook.

Creative Conscience

Gold, 2019

Spotter, Spotify,

The One Show Young Ones

Merit Award, 2018

The Optimizer by Sonnet