



MARINA STERN

ADVERTISING COPYWRITER/TRANSLATOR

EXPERIENCE

2016 - Present

the community

Senior Copywriter

Advertising copywriter (2016-2019)

I work for clients such as BMW, Verizon, Corona Extra, Domino's, Google, Oreo, Revlon, Sour Patch Kids, Yoplait, Cinnamon Toast Crunch, Victoria, Ritz, among others.

2013 - 2016

La Comunidad

Advertising copywriter/Translator

I've worked for clients such as Emirates, Universal Music, Buenos Aires City Government, Rolling Stone Magazine, MTV, Diageo, Itaú Bank and Finca Las Moras Winery, among others.

2013 - 2016

Freelance English Teacher

Conversation classes

Occasionally, lessons include listening, reading comprehension and grammar exercises, depending on each student's needs.

2014-2015

Lendner E-books

Translator

I've translated the historical novel "The man from Pluma Pol" and the fiction book "Inés' voice" from Spanish to English (both of them are available on Amazon.com - Kindle edition).

2011-2014

Opinión Sur (NGO)

Translator/Assistant

I translated this online monthly publication on geopolitics and economy (focusing on the development of inclusive ventures) for more than 70.000 readers worldwide. I was also in charge of searching and drafting new initiatives to disseminate.

2012-2013

Young & Rubicam

Trainee Copywriter

I was selected among 100 students to become part of Y&R's internship program, working for brands such as DirecTv, LG, Visa, Galicia Bank, Danone, Quilmes Brewery, Olé Newspaper and Tulipán condoms, among others.

2012

ADGURU Magazine

Guest Copywriter

I was summoned to analyze the strong suits and weaknesses of ad campaigns and draft a series of articles based on them.

PORTFOLIO

marustern.com
behance.net/MaruStern

AWARDS

- | | |
|------|--|
| 2018 | U.S. Creative Circle
<i>Hispanic Young Lions Winner</i> |
| 2016 | Wave - Latin American Festival of Creativity
<i>Press: bronze - Film craft: bronze</i> |
| 2015 | The Cup - Intercontinental Advertising Cup
<i>Best of radio</i> |
| 2015 | Diente - Argentinean Creative Circle
<i>Film: silver - Print: silver, silver.</i> |
| 2014 | Lápiz de platino (Platinum pencil) - Dossier
<i>Argentina's best radio spot of 2013/14</i> |
| 2014 | Lápiz de oro (Gold pencil) - Dossier
<i>Argentina's best radio spot of 2013's 2nd semester</i> |
| 2014 | Wave - Latin American Festival of Creativity
<i>Radio: silver</i> |
| 2014 | Diente - Argentinean Creative Circle
<i>Print: silver, Best Copywriting</i> |
| 2014 | Fiap - Iberian & Latin American Advertising Festival
<i>Radio: silver</i> |
| 2014 | El ojo de Iberoamérica (The Eye of Iberian-America)
<i>Radio: silver</i> |
| 2013 | Diente - Argentinean Creative Circle
<i>Radio: silver - Radio campaign: bronze</i> |

EDUCATION

- | | |
|---------|---|
| 2014-14 | Nah Magazine
Comedy copywriting course |
| 2011-12 | School for Creative Advertisers
(Escuela Superior de Creativos Publicitarios) |
| 2010-11 | ISP, Argentine Advertising Association
(Instituto Superior de Publicidad de la AAP) |
| 2009-10 | University of Buenos Aires (UBA)
Law School |
| 2004-06 | International House
Certificate in Proficiency English (Cambridge's CPE) |

CONTACT

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SOCIAL

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 ar.linkedin.com/in/marina.stern



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RECOMMENDATIONS

Ricardo Luciano Vior

Executive Creative Director at The Community

I worked with Marina at La Comunidad BA and we developed a great relationship from the start. She created plenty of work that was published and sent to advertising festivals, which is incredibly rare for a starting creative. In the year we worked together, she went from Trainee to junior, overseeing great campaigns that brought the agency awards and helped clients grow their business. Marina's extraordinary talent and passion for the field of Creative Advertising led us to give her more responsibilities, which she assumed with great accountability.

Martín Goldberg

Regional Creative Director at Young & Rubicam

Marina's been a valuable and proactive employee since day one. She's never turned down a chance to grow professionally. She has a clear understanding of the advertising world and is in constant search for new styles, creative resources and ways of increasing her campaigns' effectiveness.

Fernando Tchenchenistky

Chief Creative Officer at Young & Rubicam

Marina es una estudiante con mucho empuje y ganas de aprender. Mostraba mucho compromiso por el trabajo y una verdadera pasión por la creatividad. Es difícil hoy en día encontrar a alguien tan joven que tenga humildad para aprender y aceptar correcciones y al mismo tiempo una gran responsabilidad.

Alejandro Devoto

Creative Director at Grey Argentina

Marina is truly one of the most talented copywriters I have ever worked with, a very talented and responsible person with a high degree of integrity. She has great ability to stay focused and persistent in the creative process of building strong brand territories. She is always ready to explore new media, new technologies, new territories. Miss Marina created campaigns that gave great results for our clients. It is astonishing what she has done in such a short time.

Leandro Africano

Journalist, College Professor, Editor.

Marina was my student at the Escuela Superior de Creativos Publicitarios (School for Creative Advertisers, Buenos Aires). She has proven to count with great talent for copywriting. She's creative and manages subtlety, irony and metaphors as very few people do in her generation. She has vast control over every aesthetic copywriting resource and it is only a matter of being in the right place at the right time for her to become a great creative advertiser.

Omar Di Nardo

Founder of the Advertising Festival of the Provinces (FEPI) and recruiter at Young & Rubicam.

Marina fue seleccionada entre los mejores estudiantes y se le dió una beca para trabajar durante 6 meses, junto a los mejores creativos de y&r...siempre me sorprendió su excelente actitud. Dejó su pellejo en cada trabajo, demostró que siempre se puede si se quiere. Es envidiable el amor y la pasión que tiene por la publicidad.

Nicolás Ochoa

Creative Director at Mercado McCann

En el tiempo que trabajé con Marina pude ver el potencial y la entrega que tiene. Pudo resolver órdenes en muy poco tiempo, con oficio y bien. Lo más importante de todo, el esfuerzo. Sabe que ese es el camino para conseguir buenos resultados en un ambiente tan competitivo como es la creatividad en agencias de la talla de Y&R.

INTERVIEWS, INTERNSHIPS AND SUCH

<https://bit.ly/2CZz4tC>

<http://goo.gl/BLoJPB>

<http://goo.gl/cDf3g8>

<http://goo.gl/hTCBQZ>

<http://goo.gl/KpwoYz>

<http://goo.gl/MBg8o2>

<http://goo.gl/YH73Ut>

<http://goo.gl/Mjic8g>

PRESS RELEASES

Dadá Art Wine 391:

<http://goo.gl/Na7Lzc>

Nolita (Launch):

<http://goo.gl/vqPoQr>

<https://goo.gl/dEcAQV>

<http://goo.gl/BrncbC>

Verizon in the Oscars:

<https://goo.gl/uAyxCH>

Love (Launch):

<http://goo.gl/Y3XXPM>

<https://goo.gl/xtkst2>

<https://goo.gl/g4B6xK>

PROPAGANDA/POLITICS

<https://www.youtube.com/watch?v=gg23yGEkICQ>

<https://www.youtube.com/watch?v=OjOWBv7m5wo>

<https://www.youtube.com/watch?v=on7Oswaz4Rk>

<https://www.youtube.com/watch?v=TxOe5ei6riE>

<https://www.youtube.com/watch?v=Pks8bl06-jo>

<https://www.youtube.com/watch?v=gNgWJRobbDo>