

Pete Vulinovich

petevcreative.co

As a copywriter, my expertise lies in elevating and humanising a brand's voice to connect with its intended audience; a skill I honed as the lead creative for *Metlink* at *Wunderman Thompson (NZ)*. Over three years, I helped lead and produce multiple campaigns across digital, print, and social, all while the *Metlink* transport network underwent its largest upgrade to date.

I've worked with a diverse array of clients, including *Ford*, *Subway*, and *Huawei*, and even built my own 57k following on *TikTok*, giving me a grounded understanding of content creation, digital storytelling, and how to build a real relationship with your audience.

On top of the creative chops, I'm dedicated, down to earth and love to learn from everyone around me. I have freelanced for the last 6 years, but I thrive being part of a team and am excited to find my next creative home.



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2020 - 2026

Freelance Creative / Content Creator

Over the last six years, I've freelanced locally and internationally (*Trout*, *The 8Agency* and *Philip Morris* in London). I started my own *TikTok* account, grew a modest following in just two years and have been involved with local start-up *Collective Shift*, where I've gained valuable knowledge in crypto and fintech.

Achievements:

1.1 million likes on TikTok / Most viewed vid: 1.2 million views

2016 - 2020

J.W.T (Wunderman) NZ - Intermediate Creative

I gained a wealth of experience and wisdom at *JWT*, working under Creative Director *Justin Barnes*. In my time there, I became the sole copywriter/creative for *Metlink Wellington*, directed content videos, wrote TVCs, and worked creatively across all the agency's diverse clients.

Clients:

Ford, Metlink, Auckland University, Subway, Z Energy (Shell), Kellogg's

2015 - 2016

BCG2 Auckland - Creative

While at *BCG2*, I learnt the advertising ropes but was also thrown straight into the deep end and encouraged to pitch my ideas to *Huawei* (which they bought). I also wrote social content for *Audi*, *Canon*, *Nandos* and *Häagen-Dazs*.

Clients:

Huawei, Audi, Canon, Nandos, Haagen-dazs, Tuatara (Beer), Jack Daniels