



COPYWRITER / CONTENT CREATOR / DIRECTOR

[petevcreative.co](http://petevcreative.co)

## ABOUT ME

I'm Melbourne born but I kicked off my creative career in *Nu Zealand*, the land of tight budgets, award-hungry agencies and more often than not a lovely 60-hour work week.

I have 6+ years of experience working as a copywriter and since covid have been freelancing and unapologetically travelling the world. Thanks to the spare time I've had between jobs, I took the opportunity to study astrology, start my own TikTok and begin creating content. Sixty thousand followers later and a follow from RnB superstar Kehlani (yes I'm bragging), I've gained an immense amount of exp and knowledge on how to create engaging short-form video, as well as build trust and connect with a social media audience.

As we all know, the world is changing at a rapid pace and as creatives we need to be curious, flexible and willing to let go of outdated tactics. This is the type of creative I am and this is the type of energy I will bring to your team. My goal is to soak up wisdom from the people I work with, be a team player, produce award-worthy creative and endeavour to break as many *advertising rules* as you'll allow.

*Bonus stats: I also have solid filmmaking & directing exp (creative and commercial)*



0478 044 002



[pete.vulino@gmail.com](mailto:pete.vulino@gmail.com)



@pete\_3\_7

## EXP

2020 - 2024

Content Creator / Freelance copywriter

During covid I freelanced as a creative as well as invested time studying astrology, philosophy and the art of good storytelling. I created my own TikTok account and began creating short-form videos on these topics. In a short amount of time I grew to 60k followers.

Achievements to date:

**60k Followers on TikTok / 1.1 Million Likes - Most viewed vid: 1.2 million views**

2016 - 2020

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

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

Clients:

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

2015 - 2016

BCG2 Auckland - Junior Creative Copy

While at BCG2 I created a bunch of social content and was even given the opportunity to pitch some ideas to our Huawei client (which they bought). I also wrote social content for Audi and got to drive an Audi R8. Skrrrrrr.

Clients:

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