

# Pete Vulinovich

petevcreative.co

**As a copywriter**, my skill is taking a brand's voice and making it likeable, distinct and human. At *Wunderman Thompson (NZ)*, I was tasked with creating the TOV for *Metlink Wellington*, which was struggling with public dissatisfaction and a landslide of customer complaints. After giving them a cheeky yet honest voice and overhauling how they connected with customers, within 9 months, complaints reduced by 31% and overall satisfaction improved 20%.

**As a creative**, my skill is generating a plethora of big, dangerous, sassy ideas. Whether it's flipping a stereotype on its head for a car ad or turning a boring airpoints brief into a fun TVC, my aim is always to push a brief outside its comfort zone and dig for that insight that makes a brand unforgettable.

I've worked with a diverse array of clients, including *Ford, Shell* and *Subway*, and grew my own *TikTok* account to 59k followers in under a year, giving me a grounded understanding of content creation, digital storytelling, and how to build a real relationship with your audience.

Having freelanced and spent time filmmaking for the last few years, I'm excited to find my next creative home, become part of a team and produce creative work I'm proud of.



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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 multiple film productions where I've directed, been a writer or helped within the marketing team.

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**