

Pete Vulinovich

petevcreative.co

I love breaking the rules...

It's incredibly satisfying to do what's wrong but in a way that's right, like starting my CV by proclaiming that I love to break the rules. But this isn't just a CV, it's an ad. And as creatives, our skill is in our ability to stand out amongst the noise. So if I'm not doing something different from the last twenty white rectangles you just looked at, then I'm not doing my job right.

As a copywriter, my expertise lies in both elevating and humanising a brand's voice to authentically connect with an intended audience; a skill I honed working as the lead creative for Metlink at Wunderman (NZ). Over three years, I helped lead and produce multiple campaigns across digital, print and social, all while their transport network underwent its largest upgrade to date. I've worked with a diverse array of clients such as *Ford*, *Subway* and *Huawei*, and even built my own 60k following on *TikTok*, giving me a deep and grounded understanding of audience engagement, digital storytelling and how to craft good content.

On top of the creative chops, I'm dedicated, passionate, down to earth and love to learn from everyone around me. I have freelanced for the last 4 years, but I thrive being part of a team and am excited to find my next creative home.



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2020 - 2025

Freelance Copywriter / Content Creator

Over the last four years, I've freelanced locally and internationally (*Trout*, *The 8Agency* and *Philip Morris in London*). I started my own TikTok account and 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 our Huawei client (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