



MANUELA MONTAYA

CREATIVE COPYWRITER

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manumontoyas@gmail.com

SKILLS

Copywriting
Creative writing
Storytelling
Concept Development
Project Manager
Text Editing

LANGUAGES

Spanish: Native
English: C1
Italian: Conversational

AWARDS

One Show - Young Ones 2025: Bronze Pencil - Immersive and Experiential
One Show - Young Ones 2025: Merit - Integrated Campaign
Golden Awards of Montreux 2025: Finalist - Design
One Show - Young Ones 2024: Bronze Pencil
D&AD New Blood 2023: Wood Pencil
One Show - Young Ones 2022: Shortlist

EXPERIENCE

SAMY ALLIANCE - JUNIOR CREATIVE COPYWRITER

MADRID, SPAIN - JUNE 2024 - FEB 2025

Developed creative ideas and copy for digital and social media campaigns. Worked across multiple brands including AliExpress, Disney, L'Oréal, and Celio.

MCCANN WORLDGROUP - COPYWRITER TRAINEE

MADRID, SPAIN - NOV 2023 - MAY 2024

Contributed to idea generation, messaging adaptation, and multi-format copywriting. Collaborated closely with Creative Directors and cross-functional teams for brands like IKEA, San Miguel, Iberia, Vitaldent, and McArthurGlen.

SMART DIGITAL - CONTENT LEAD

BOGOTÁ, COLOMBIA - JUN 2020 - AUG 2021

Led the development of strategic communication messages, improved social media engagement, and wrote content for various websites.

COSCHOOL - CONTENT CREATOR

BOGOTÁ, COLOMBIA - JAN 2020 - JUNE 2020

Actively participated in the creation of blogs, newsletters, and social media campaigns. Supported ideation and content writing for videos and the institutional website.

EDUCATION

MIAMI AD SCHOOL MADRID

MADRID, SPAIN - OCT 2022 - SEPT 2023

Local Master in Copywriting

NABA, NUOVA ACCADEMIA DI BELLE ARTI

MILAN, ITALY - OCT 2021 - JULY 2022

Master in Creative Advertising

UNIVERSIDAD DE LA SABANA

BOGOTÁ, COLOMBIA - JULY 2015 - MAR 2020

Major in Communication and Journalism