

SILVIA CUTRERA

copywriter

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Have swapped my law career for the thrills of the creative industry, taking with me the good habit of looking at things from many perspectives. Like to get involved in strategy, and am a quick learner. Also, happen to bring great office treats.

EXPERIENCE

AML GROUP, London – from 02.2019 to present

AML's mantra? Simple ideas for a complicated world. And, as their **copywriter**, I apply it daily to everything, from advertising, branding and transcreation, to articles, blogs, newsletters, case studies and award entries.

MAIN CLIENTS: AXA IM, CPNI, VANGUARD, BNP PARIBAS, THE BIG EXCHANGE.

REVOLT, London – 09 to 11.2018

The Camden vibes and the unique approach of this revolutionary purpose consultancy: a great way to start working as a **freelance junior creative** in London. Here I sharpened my strategic skills and worked for great brands.

MAIN CLIENTS: BUDWEISER, LEFFE, ADIDAS, AVIVA, THE OCEAN AGENCY.

THE GATE, Edinburgh – 11.2017 to 09.2018

During my time working at this strategic brand and comms hub, I turned from the creative intern who joined them into a **junior copywriter** who ran her first integrated campaign (TV+Print+Digital).

MAIN CLIENTS: THE SCOTTISH GOVERNMENT, GREGGS, THE NATIONAL FOREST.

THE LEITH AGENCY, Edinburgh – 08 to 09.2017

It's not every day that a song you wrote as a **creative intern** reaches one million views. But it does happen when you join the UK ad industry's champion north of the border, famous for its 'bold ideas that work'.

MAIN CLIENTS: THE SCOTTISH GOVERNMENT, IRN-BRU, THE FAMOUS GROUSE.

HONOURS/AWARDS

THE DRUM CHIP SHOP, Editor-in-chief award (UK), 3 Chips (US) – 2019

D&AD, New Blood Pencil + Academy & Special Mention for Pitch – 2017

ADCE, Junior Juror & High Potentials Speaker – 2017

IPA, Student Awards, Shortlisted – 2017

THE NODS, Nominee – 2018

SCOTTISH PUBLIC SERVICE AWARDS, Winner – 2018

EDUCATION

CREATIVE ADVERTISING, MSc

2016-2017

Edinburgh Napier University

LAW, INTEGRATED MASTER'S DEGREE

2006-2013

Università di Roma Tre