

Rapha Iturri

SENIOR COPYWRITER

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Profile

Senior copywriter with 8 years of experience in creative marketing and advertising. I combine creativity with critical thinking, data analysis, and strategy to create engaging campaigns and tactics consumers identify with and want to follow.

Employment History

Sr Copywriter, NEON - an IPG Health Company, NYC

February 2022 — Present

- Lead writer on multiples tactics across two brands, Pfizer and Blueprint, worth \$14MM
- Work with creative and account teams to launch Pfizer's new product for moderate-to-severe ulcerative colitis, and Blueprint's product for systemic mastocytosis
- Assist in the development of 150+ HCP-focused tactics across mediums
- Present and sell creative work to clients
- Train and supervise junior and mid-level writers

Copywriter, VML - a WPP Company, Miami

October 2019 — January 2022

- Collaborated with creative and sales teams to develop new concepts and solutions to use technology to enrich people's lives and effectively grow global brands
- Spearheaded and provided copy adaptation for Dell Technologies, worth 6MM
- Created content for Facebook, Instagram, LinkedIn, and TV
- Concepted big ideas with art partner and presented to clients

Jr Copywriter, Divers Direct - The Biggest Scuba Diving Store in the World, Miami

April 2018 — September 2019

- Wrote website content, including brand pages, product descriptions, social media copy
- Fully developed content to improve promotions on e-blasts and print catalog with a reach of over 50K customers
- Collaborated with art partner to research and provide content for marketing assets
- Worked with stakeholders to understand their needs, then developed concepts and copy variations within the voice and tone
- Managed social media accounts to increase brand visibility with #1 post reaching over 7MM users
- Led team of writers to create content for 400+ products monthly, ensuring consistent brand voice was met across platforms

Education

Bachelor of Science in Communication, University of Miami, Miami

2013 — 2017

- Winner of District Addy 2018
- Winner of Local Silver Addy 2018

Links

[Check out my portfolio](#)

[See more on LinkedIn](#)

Skills

Creative Thinking

Strategic Planning

Effective Communication

Thrives Under Pressure

Market & Data Research

Microsoft Office Suite

Presentation Skills

Languages

Portuguese



Spanish



Hobbies

Scuba Diver

Tennis Player

Formula 1 Fan

Collector of Rare Pothos &

Philodendrons