

RADU CONSTANTINESCU

Senior Copywriter / Creative Director



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Professional Summary

In over 20 years of livin' *la vida loca* in advertising, I've created brand stories and 360° brand experiences for both international giants and local startups, working in two-person agencies and in multinational companies with 200 people.

My goal is to deliver simple, sharp, surprising ideas with a solid strategic foundation and eye-candy, heart-melting, humor-infused executions within the clients' budget and timeframe. I'm also willing to coach and guide juniors to the Holy Grail of advertising, then safely back to meeting rooms.

Name-dropping section:

- A selection of brands I've promoted since 2002: **Vodafone, Audi, Toyota, Opel, Dacia, ABSOLUT Vodka, P&G** (most brands), **MTV, Sony, Dunhill & Kent (BAT), Camel (JTI), Enel, Autodesk, Philips, Petrom, BCR, BancPost, Groupama, Asirom, FAN Courier.**
- Some of the agencies that enjoyed my work: **Leo Burnett, McCann, Geometry** (also known as **Grey-G2** and **VML**), **FCB Bucharest, Mercury360, Funky Business / Saatchi & Saatchi.**

Relevant Skills

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Strategic Creativity. Generate impactful ideas "with a purpose": grounded in business strategy & objectives, based on audience insights, in line with the brand positioning.

Creative Efficiency. Craft campaigns that both "touch the heart and open the wallet", all within the project's constraints of time and budget.

Persuasive Storytelling. Convey marketing strategy, brand messages and big data into target-relevant stories that make people tick. And take action.

Swiss Army Copywriting. Full-option, flexible writer, adaptable to any format and tone of voice, from brand naming and short text messages to website copy, B2B social media posts, corporate manifestos, explainer videos, funny 30sec TVCs... you name it - I probably wrote it.

Connected to What's New. Constantly feel the pulse of emerging trends, technologies, platforms, cultural shifts and the latest Reddit topics. Luckily, AI helps deliver real-time marketing work.

Since 2019 | **Freelance Creative**

I've been building local brands like Nixodor and Dr. Poop (for Portalia.ro), Prismus Healthcare, CBC Romania (consulting company), while also promoting more prominent ones such as Bonux, Fan Courier, Medcover, Vodafone, Enel, Camel etc.

2014-2018 | **FCB Bucharest** | **Senior Copywriter and Group Creative Director**

Creatively coordinated the brand activations / experiential marketing events for Vodafone, Dacia, Grundig, Arctic, Beko, Staropramen, Veneto Banca.

Won the Vodafone BTL and Dacia pitches, took home an Internetics Gold trophy for Vodafone Istori@.

2014 | **McCann Bucharest** | **Senior Copywriter**

Created some cool ATL campaigns and digital activations for Vodafone, Dedeman, Ţiriac Auto, Depanero. Won the Ţiriac Auto and Depanero pitches.

2005-2007, 2009-2014 | **Geometry Global / Grey-G2** | **Senior Copywriter**

Launched the Dunhill brand in Romania (2005). Crafted and deployed one of the biggest creative campaigns for Absolut Vodka in Romania (2011-13), which created some serious buzz and got an Effie award. Swiped about 10 regional and national awards (Golden Drum, Golden Hammer, Red Apple, ADC*RO) with Opel Mini Wreck (2013-14). Won the Cannes Lions National Diploma for P&G's Ace in 2011. Created a viral campaign for Asirom in 2012. Other brands I helped grow over the years: Vodafone, Nokia, Ballantine's, BancPost, Golden Brau, Hochland, P&G (shopper marketing).

2007-2008 | **Leo Burnett** | **Copywriter**

Accelerated Petrom during the financial crisis (won a Silver Effie for that) and infused some fizz and rizz into P&G's Tide and Bonux brands. Plus I rewrote the entire Groupama product portfolio in "consumer language".

2007 | **Mercury360** | **Copywriter**

Repositioned Mercury from "Promotions" to "Mercury360" by writing a theater play, which we performed under Claudiu Bleonţ's directorial guidance. Other brands I brought into the spotlight: Western Union, Peugeot, ING Bank, Regio (Regional Operational Program, financed by the EU).

2003-2005 | **Gavrilă & Asociații** | **Copywriter**

Created some memorable (I hope :) ATL campaigns for Zapp, wrote delicate copy for Avon, translated product descriptions from "legalese" into Romanian for BCR.

2002 | **Funky Business / Saatchi & Saatchi** | **Copywriter & Creative Director**

Created some of the first experiential marketing events in Romania for Sony, Toyota, Wella, Gorenje, Paneuro, "Casa de copii nu e acasă" (the social campaign for children in foster care).

2001-2003 | **University of Bucharest** | **Tutor**

Held advertising workshops in the University's Distance Learning Program, with over 90% attendance on cold weekend mornings. After that, I was invited to talk about behind-the-scenes creativity in advertising to students in FJSC (Journalism & Communication, UniBuc, 2016) and UNArte (2021).

Awards & Accolades

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2022 **Cresta Awards, D&AD, Epica Awards**, shortlist: IPPU Packaging "The Everyday Labels"
2018 **Internetics**, gold: Vodafone "Istori@"
2018 **Fibra Awards**, silver for radio: Ma-Na / Gâtul Meu cough syrup
2017 **ADC*RO**, Top 3 ADC, Vodafone "Istori@"
2014 **Golden Hammer** grand prix, gold and silver (7 awards): Opel "Mini Wreck"
2014 **Effie Romania**, silver: Opel "Mini Wreck"
2013 **Red Apple Moscow**, bronze: Opel "Mini Wreck"
2013 **Golden Drum**, silver for OOH: Opel "Mini Wreck"
2013 **ADC*RO Awards**, best in category, gold, silver (5 awards): Opel "Mini Wreck"
2013 **Effie Romania**, bronze: ABSOLUT Vodka "Blank"
2011 **Cannes Lions**, National Diploma for print: Ace "Shark"
2010 **Effie Romania**, silver: Petrom "Romania will grow through civility and responsibility"
2009 **Soarele și luna mi-au ținut cununa**, Leo Burnett's Best Creative Team Award for Groupama
2008 **Internetics**, most innovative project: Audi "Generația4" - ReseteazaStadardele.ro
2008 **Webstock**, best blog: Audi "Generația4" - ReseteazaStadardele.ro
2005 **Ad'Or**, shortlist / bronze for unconventional media: Zapp "Feel The Sting?"
2004 **Effie Romania**, gold: Zapp International Calls "Gil Dobrică"

Education

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- MA in Marketing and Business Communication, ASE, 2003
- BA in Advertising and PR, Journalism and Mass Communication (FJSC), UniBuc, 2002
- Creative Writing Course, coordinated by Marius Chivu and Florin Iaru, 2015
- Mindscapes (applied creativity patterns), 2011
- Systematic Inventive Thinking for Advertising, 2006
- KesselsKramer, The "Do" Seminar, 2004
- Digital Graphic Design Course, 2001

Languages & Software

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Language Proficiency. Romanian - native tongue • English - C2 level • Je parle un peu français y tambien un poquito de español • Kein Deutsch :D

Software Proficiency

- Expert user of Microsoft Office & Google Office suites
- Competent user of AI tools for research, brainstorming, content ideation, generating text & images
- Competent user of Adobe Photoshop & Illustrator, Affinity (Designer, Photo, Publisher), and Vegas Video
- Decent user of WordPress (Kadence Theme & Blocks + a bit of CSS), as you can see [here](#).

Wow, you've made it to the end!
Feel like having a chat?