SUZY KOSTADINOV

Versatile, Award-Winning Creative Lead

scan for my folio

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SUMMARY

Conceptual senior copywriter and creative lead with 10+ years agency and in-house experience – making big ideas happen across advertising, brand, social, experiential, digital and everything in between. I've built brands from scratch, led creative teams, won pitches and awards, presented and sold ambitious ideas to clients, and brought head-turning concepts to life across every conceivable channel. Excellent references available upon request.

WORK EXPERIENCE

SENIOR CREATIVE COPYWRITER, LIVE & BREATHE — **July 2024 - June 2026**

- Integrated, experiential, social and brand concepts for Nestle, Carlsberg, Morrisons, World Duty Free, Just Eat, Epson and BPP Univeristy. Led ideas from brief through to pitch, presentation and production. 2026 IPM Award winner for Just Eat student activation.

SENIOR CREATIVE COPYWRITER, VML LONDON — **April 2022 - June 2024**

- Copy and concepts for Coca-Cola and Diageo global creative platforms across OOH, shopper, digital and integrated work.

CREATIVE PARTNER, SMRS LONDON — **May 2017- March 2022**

- Creative lead on award-winning multi-channel campaigns and large-scale employer and education brands. Led concepts, copy, teams, pitches and senior client presentations. RAD Award winner.

SENIOR COPYWRITER, HUGO & CAT — **Feb 2016- Feb 2017**

- Led creative teams and crafted premium brand storytelling for Sony's Signature Series, including its CES launch. Responsibilities included travel to Tokyo and presenting to Sony's major stakeholders.

HEAD OF BRAND & LEAD CREATIVE, GOUSTO — **Aug 2014- Dec 2015**

- Joined in the start-up's early days and shaped creative direction, brand development, advertising, PR and social..

CREATIVE COPYWRITER, THE SOFA & CHAIR COMPANY — **Aug 2013- Aug 2014**

- Sole copywriter: owned brand voice, campaigns, digital, social, naming and product storytelling.

EDUCATION

BA LIBERAL ARTS,
SOKA UNIVERSITY OF AMERICA

KEY SKILLS

- Copywriting
- Creative direction
- Concept ideation
- AI Video & image generation
- Brand development
- Storytelling
- Creative strategy
- Pitching & presenting
- Storyboarding, moodboards