



# ADRIAN CORDERO

Copywriter | ACD

With 10 years of professional advertising experience, I've had the privilege to work with and alongside some of the industries top talent and agencies. From writing original, award-winning copy to managing and mentoring a new generation of creatives—I'm passionate and optimistic about where we as an industry are headed to next.

## Contact

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**Portfolio**  
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## Education

**Miami Ad School | FIU**  
Advertising & Global Communications  
Master's Degree Class of 2016

**Florida International University**  
International Relations  
Bachelor's Degree Class of 2010

**Florida International University**  
Geography  
Bachelor's Degree Class of 2010

## Expertise

- Digital & print copy
- Scripts & storyboards
- SEO & SEM
- Manage 10 direct reports
- Original campaign concepts & execution

## Languages

- English
- Spanish

## Experience

### 2020 - Present

Shutterstock Inc. New York, NY  
**Head of Copy | ACD**

Responsible for consistent brand voice & tone across all channels, along with managing and mentoring 10 direct reports within the copy and motion design teams. Co-lead (along with ACD of Design) all new product launches, seasonal promos, and major marketing endeavors. Specific duties include concepting, creative direction, scripts & storyboards, copywriting & oversight, campaign retrospectives, data analysis, and lead pitch work to stakeholders.

### 2019 - 2020

Shutterstock Inc. New York, NY  
**Senior Copywriter**

Responsible for copy and original concepts across channels and 360 campaigns (B2B, B2C, and internal), including display ads, print, CRM, SEM, SEO, live events, (paid) social media, on-site marketing, OOH, content marketing, and corporate/influencer collaborations.

### 2017 - 2019

Creative Soldier New York, NY  
**Copy Director | Senior Copywriter**

Lead on all copy deliverables for a host of major brands, including presence on web, social, print, OOH, and experiential marketing. Principal pitch person on multimillion dollar projects—from concept to presentation and execution—for companies like WeWork, Kohl's, Columbia, Compass Real Estate, Kushner, and more. Also the point person for commercial shoots, in charge of script writing, casting, directing, and accomplishing a lot with a little.

### 2016 - 2017

SapientRazorfish New York, NY  
**Copywriter**

Sole copywriter and co-lead content creator (alongside Art Director partner) on the Sapient Social Studios team for top brands. Lead in tone and voice, creative ideation, and audience engagement for all major social channels of Godiva and BFGoodrich.

## Awards

**Webby, One Show, Shorty**  
Shutterstock | Fyrefest 2019

**Silver Addy Award**  
L'Oréal | Color Outside Your Genes 2016

**Silver Addy Award**  
Fiat | Made to Order 2016