



VERA KARPOVA

Senior Copywriter /
Associate Creative Director

PROFILE


I spent last 15 years building my career in advertising: working at international ad agencies, teaching at the best advertising schools. In this time I was involved in projects for a few big-name brands and worked alongside some truly amazing people.

I embrace cultural diversity, team work and, while everyone else goes gaga about technological innovations, my biggest inspiration still comes from human insights. I am always up for a nice challenge. The real one, that requires smart creative solutions – be it a product innovation, unexpected media placement, or upgrading their way of talking to the audience. Plus, they say, I write damn good headlines, but this is just a cherry on top of the cake.

 27 May 1985

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25451 Quickborn, Deutschland

LANGUAGES

Russian: Native

English: Fluent

German: Good

WORK EXPERIENCE

January 2023 - present

SENIOR COPYWRITER

Scholz & Friends BuyQ

Hamburg, Germany

Spending my days writing and supervising insane amounts of TV commercials for one major international retailer, developing global campaigns, crafting witty headlines and mentoring Juniors between the pitch work.

June 2019 - present

COPYWRITING COURSE AUTHOR AND LECTURER - ONLINE MADS advertising courses

Moscow, Russia

Developing and teaching the course on copywriting, lecturing and curating the Award Camp course, including supervising the team that won Young Glory competition 2019-2020 and other international student awards.

October 2016 - December 2022

SENIOR COPYWRITER INTERNATIONAL

Serviceplan Group GmbH

Hamburg, Germany

Lead copywriter on the METRO account, global communication campaigns development from concept to full execution, part of the rebranding team responsible for new brand tone of voice and new brand guidelines, creative pitches, presentations and more.

October 2014 - June 2021

COPYWRITING INSTRUCTOR

Miami Ad School Europe

Hamburg, Germany

I was happy to instruct the 1st year students on basics in copywriting. From how to tackle the brief to various headline techniques, differences between short and long copy and ruthless editing, I tried to give young talents tools that will help them grow and better express their creativity.

March 2012 - September 2016

COPYWRITER

Kolle Rebbe GmbH

Hamburg, Germany

Creative conceiving, writing, developing communication for off- and online campaigns and providing linguistic expertise for international clients such as Netflix, Google, O2 Telefonica, Lufthansa, Ritter Sport, momondo and many more. Took part in a few award-winning projects and got shortlisted in Cannes.

March 2006 - May 2009

COPYWRITER

Leo Burnett Moscow

Moscow, Russia

Concepting and writing for traditional and nontraditional media, for clients like McDonald's, Wella, Herbal Essences, Tide, MTS Mobile TeleSystems, winning multiple local and international industry awards.

EDUCATION

2011

GRADUATE

Miami Ad School Europe, Copywriting portfolio program

Hamburg, Germany

Completed 2 years in the world most awarded school for creative innovations. Won a few student awards in the process incl. Future Lions, D&AD In-book and a feature in Lürzer's Archive.

2007

BACHELOR

Moscow University of Humanities, Advertising and Marketing

Moscow, Russia

Graduated top of my class, was employed at my 4th year by 2nd biggest ad agency in Russia. I guess I have always been more into practical work than theoretical studies.

ZUSATZAUSBILDUNG

2023

Creative Strategy Course

Miami AdSchool Europe

The 10-week program covering research, insight development, and creative brief writing designed for creative professionals.

2023

Brand Strategy and Storytelling

Hyper Island

The 4-week online course teaching participants to craft emotionally engaging narratives, define brand purpose, and develop coherent brand assets. Designed for brand, marketing, and creative professionals.

SKILLS

Conceptual thinking

Human insights

Creative solutions

Data analysis

Connecting the dots

Copywriting

Teamwork

Public speaking

Unbeatable positivity

Creative strategy

Bridging marketing goals with creative ideas