



Vera Karpova

Senior Copywriter

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Profile

Senior copywriter and creative lead with over 15 years of experience across international advertising agencies and creative education. Strong background in developing global campaigns, shaping brand tone of voice, and mentoring junior creatives. Comfortable operating between strategy and execution, from insight development through to final delivery across markets and disciplines.

Skills

- Creative direction
- Creative strategy
- Brand positioning
- Tone of voice development
- Copywriting
- Insight-led concepting
- Mentoring and talent development
- Client presentation
- Cross-market collaboration

Employment History

Senior Copywriter – Scholz & Friends BuyQ, Hamburg, Germany **January 2023 – August 2025**

Writing and supervising the production of TV commercials for a major international retailer (Lidl), with responsibility for copy quality across scripts, edits, and final delivery. Working closely with creative, account, and production teams throughout the campaign process. Regularly involved in pitch work and providing guidance and feedback to junior creatives.

Copywriting Course Author & Lecturer (Online) – MADS Advertising Courses, Moscow, Russia **June 2019 – Present**

Developing and teaching an online copywriting course that has become one of the most established ones within the MADS program and has been running continuously for six years. Curating and lecturing the Award Camp program, including supervising student teams and providing guidance throughout the creative process. Supporting teams that went on to win the Young Glory competition (2019–2020) and other international student awards.

Senior Copywriter International – Serviceplan Group GmbH, Hamburg, Germany **October 2016 – December 2022**

Lead copywriter on the global METRO account, working on international campaigns from concept development through execution. Part of the rebranding team responsible for defining the new brand tone of voice and contributing to brand guidelines. Regularly involved in international presentations, working across markets and stakeholders to ensure consistency and relevance.

Copywriting Instructor – Miami Ad School Europe, Hamburg, Germany **October 2014 – June 2021**

Teaching first-year students the fundamentals of copywriting, including briefing, headline development, long- and short-form copy, and editing. Providing structured feedback and guidance to help students develop their creative thinking and practical skills.

Languages

- English - C2
- German - C1
- Russian - native

Copywriter- Kolle Rebbe GmbH, Hamburg, Germany

March 2012 – September 2016

Worked on integrated online and offline campaigns for international clients including Netflix, Google, O2 Telefónica, Lufthansa, Ritter Sport, and momondo. Involved in concept development and copywriting across multiple formats, contributing to award-winning work and Cannes shortlists.

Copywriter

Leo Burnett Moscow, Moscow, Russia

March 2006 – May 2009

Concepting and writing for traditional and non-traditional media for clients including McDonald's, Wella, Herbal Essences, Tide, and MTS Mobile TeleSystems. Part of teams delivering award-winning work across local and international competitions.

Education

Copywriting Portfolio Program – Miami Ad School Europe, Hamburg, Germany

2009– 2011

Completed a two-year portfolio program at one of the world's most awarded creative schools. Student awards include Future Lions, D&AD In-Book, and a feature in Lürzer's Archive.

Bachelor's Degree in Advertising and Marketing – Moscow University of Humanities, Moscow, Russia

2002–2007

Graduated top of class. Entered professional agency work during the fourth year of study, with a strong focus on practical experience.

Additional Professional Courses

UPSKILL | Digital Marketing Strategy – OMR Education – July 2025

Creative Strategy – Miami Ad School Europe – June 2023

Brand Strategy and Storytelling – Hyper Island – March 2023