



Adriana Malnati

Creative Director | Content Specialist | Brand Strategist

portfolio > adrianamalnati.com

THE BIG PICTURE

Professional in Advertising, specialized in Creative Direction, Content Writing and Brand Strategy.

Empowered, driven, and bilingual, with over 15 years of experience in the advertising industry. I've worked as a Creative Copywriter, Content Director, and Creative Director at both ad agencies and companies with B2C and B2B business models. I have managed creative teams of up to 30 people, always in a horizontal and approachable manner.

In addition to advertising, I studied Visual Arts and Photography in New York. I consider myself an aesthetics-oriented person with a vast background in the arts which I infuse into all my work. I possess a strong sense of responsibility, with impeccable social, leadership, and presentations skills.

On a personal level, I'm an avid reader, a dog enthusiast and passionate about slow and vintage fashion.

professional experience

Nov. 2021 - Today

Creative Consultant / Team Manager
EAGLE LASERS

I'm responsible for the consistency of all creative material working with content writers, graphic designers, web developers and video editors. Developing campaign concepts for a B2B audience, digital content grid supervision, writing, editing, proofreading, wireframing and others.

2020 - Today

Creative Consultant / Brand Strategist
TBWA\PERU, Houdini, Brand x Babel & others

Creative Consultant for several large and small agencies. I've led teams to win the last 3 pitches I participated in and provide Brand Strategy services for entrepreneurs in partnership with a branding agency.

March 2018 - October 2020

Creative Director
McCann World Group / Lima

I supervised a creative team of 30+ people. Tasks included pitching and developing campaign concepts for digital and traditional media scriptwriting, supervising shoots, among others. Before being promoted to Creative Director I was Head of Content, in charge of all material aimed at increasing brand value.

January 2016 - March 2018

Creative Director
TBWA\PERU

I led the digital creative team for BCP bank. Responsibilities included: mapping and developing the monthly content grid, script writing for digital videos, supervising photo/video production, and designing the Financial Education Site.

March 2010 - November 2014

Head of Copy
YANBAL INTERNATIONAL

I started as Copywriter and was promoted to Head of Copy for all of the company's product categories: make-up, fragrances, skincare, and jewelry. Responsibilities included supervising the copywriting team, scriptwriting and product concept development.

languages

- ENGLISH: NATIVE
- SPANISH: NATIVE
- ITALIAN: B2
- FRENCH: A2
- POLISH: A2

software

- WORDPRESS   
- SEMRUSH  
- HUBSPOT   
- MAILCHIMP   
- PHOTOSHOP    
- LIGHTROOM    
- ILLUSTRATOR  
- ADOBE XD   
- FIGMA  

contact

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studies

- 2023 - 2024 (ongoing until November 2024)
ESDESIGN - Barcelona
MA in Branding and Creativity
 - 2015 - 2016
New York Film Academy
School of Photography - One Year Conservatory
 - 2005 - 2009
IPP - Peruvian Institute of Advertising
Associate's Degree in Advertising Sciences. Awarded the 1st place medal for Excellence in Advertising Sciences.
 - 2002 - 2005
Corriente Alterna - School of Visual Arts
Completed 5/10 semesters of Fine Arts, specializing in painting.
 - 2000 - 2001
Newton College
Completed the IB (International Baccalaureate) Program with a 42/45 score. This included English A1 for native speakers, in which I obtained a perfect score and a Bilingual Certification from Cambridge University.
- # other courses
- 2022
SEMRUSH
Digital Marketing Certification on Competitive Analysis and Keyword Research
 - 2022
Hubspot
Content Marketing Certification
 - 2018
Centro Cultural Pontificia Universidad Católica
Oratory and Public Speaking
 - 2017
MOTT - Digital Specialization Center
SEO Content Writing
 - 2008
Centro Cultural Pontificia Universidad Católica
History of Cinema
 - 2005 - 2006
Academia de Italiano Antonio Raimondi
Italian Language Course A1 to B2