



Manuel Esteban Espitia Benavides

Creative Copywriter



[behance.net/meespitiab](https://www.behance.net/meespitiab)



Born in Cali, Colombia in 1993. Writer & Professional Publicist certified on Strategic Communication Concept from Corporación Universitaria Unitec, and Creative Writing from IDARTES.



M.E.

With more than eight years of experience as a Creative Copywriter*, his work has been awarded in many creative festivals: Cannes Lions, Clio Awards, The One Show, LIA, El Dorado, Young Lions Colombia, El Ojo de Iberoamérica, El Sol, FIAP, Effie Latam & Effie Colombia.



Work Experience

PUBLICIS COLOMBIA (Bogotá)

Team Leader Copywriter 2022-2024

C. D.: Diego Aguilar, Álvaro Giraldo.

Clients: Heineken, Tecate, Sol, Cerveza Soberana

DDB, COLOMBIA (Bogotá)

Sr. Copywriter 2021-2022

C. D.: Diego Aguilar, David Católico.

Clients: Linio, Carey, Cerveza Poker, AB Inbev.

MULLENLOWE SSP3 COLOMBIA (Bogotá)

Sr. Copywriter 2020-2021

C. D.: Diego Muñoz, Juan David Pardo.

Clients: Cerveza Aguila, Aruba, Frisby, Bavaria, Zalva.

SANCHO BBDO COLOMBIA (Bogotá)

Sr. Copywriter 2016-2020

Creative Directors: Mario Lagos, Diego Almanza.

Clients: Aviatour, Almacenes Éxito, Liga Colombiana Contra el Cáncer.

GRAPHENE COLOMBIA (Bogotá)

Copywriter 2016

C. D.: Pablo Naval, Diego Melo.

Clients: LATAM Airlines.

MCCANN COLOMBIA (Bogotá)

Copywriter 2015

C. D.: Andrés y Alejandro Salamanca.

Clients: Banco de Bogotá, Tugó



★ Clients:

Heineken® • Tecate • Cerveza Sol • Cerveza Soberana • LATAM Airlines • Aviatour • Viajes & Almacenes Éxito • Liga Colombiana Contra el Cáncer • AB InBev • Bavaria • Cerveza Aguila • Cerveza Poker • Frisby • Aruba • Pony Malta • Zalva • Linio • Banco de Bogotá.



Five published books as M. E. Espitia

1. Nacidos para ser escritos (2019).
2. RABIA (2020).
3. El Reductor (2021)
4. Cuerpos puercos, un libro de puro cuento. (2022)
5. Apuntes Dispare (2023)



Skills

Scriptwriting (commercials and ideas) • Wittiness writing (and sense of humor).



Languages

Spanish Native
English B2 Advanced



Free Time



Travel • Writing&reading • Photography • Soccer • Art&Cinema • Enduro MTB • Workout • Cooking



References

1. Germán Espitia, Art CD • Vice Dubai.
2. Carlos A. Rodríguez, Global CD • MullenLowe
3. Mario Lagos, Founder & CCO • Name: _____
4. Paulo C. González, CD • We are Social Italy.
5. Sebastián Cuevas, ACD • VMLY&R Chicago.
6. Andrés Salamanca, General CD • Ogilvy Col.
7. Andrés Luque, ECD • Wunderman Thompson.



Contact



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