

Beti Bara



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- London, UK

EDUCATION

BA (hons) Advertising 1:1

University for the Creative Arts
2018- 2021

International Baccalaureate

American International School Vienna
2006 - 2018

KEY SKILLS

Copywriting	Final Cut Pro
Strategy	Office Suite
Problem Solving	Adobe Suite
Public Speaking	Presenting
Social Media	

LANGUAGES

English	German
Romanian	

ABOUT ME

I'm a multi-cultural branding & advertising enthusiast with an unshakeable passion for this industry. In my 2 years of agency experience I've worked with a wide range of clients, spanning across **FMCG, alcohol, travel, beauty, and fashion**. Liaising with creative, strategy, and account management teams, I brought to life numerous integrated campaigns and comms. My copywriting background gives me a unique advantage to see both sides of the process, seeking best case scenarios for both client and creative. My ultimate goal is to reacquaint brands with their audiences, bringing them closer than ever before.

WORK EXPERIENCE

Copywriter DECEMBER 2023 - PRESENT

LAW CREATIVE

- Supporting the Head of Copy to elevate the agency's copywriting provision
- Working with designers, art directors and the creative director on numerous projects across various clients
- Concept generation across German clients with German-first thinking, and English clients with English-first thinking
- Writing engaging copy with a strong grasp of both English and German languages
- Applying concepts across channels in a channel-native approach
- Taking part in brainstorming
- Keeping up to date with industry trends
- Applying brands' tone of voices across outputs
- Delivering ideas and concepts in line with briefs received and their respective deadlines

Junior Copywriter August 2022 - July 2023

ELVIS LONDON

- Worked alongside strategy and account management to concept and create CRM, lead gen, social, OOH, and radio work.
- Ensured brand TOV guidelines are followed across segmented copy for different audiences.
- Stayed up to date with trends and formats, hunted for proactive/reactive opportunities for the social and strategy teams.
- Put together decks/presentations to articulate creative concepts.
- Presented work internally and to clients.
- Inspired clients to take successful creative risks.
- Implemented internal and external feedback with oversight from the creative directors.

Clients I've had the pleasure of working with include: **Cadbury, Merlin, Birdseye, Philadelphia, BelVita, OREO, Dobbies, Honda, Milka Germany, Pepsi Germany, and LU.**

Junior Copywriter October 2021 - July 2022

IMPERO LONDON

- Worked alongside strategy, account management, and design to concept and create OOH, social, radio ads, and PR work.
- Followed TOV and brand pillar guides to create content, content calendars, and manage social media accounts (caption copy, hashtags, grid view, uploading stories and posts).
- Stayed up to date on social trends and formats, providing the creative and strategy team with 'fresh' insights for every brief.
- Put together decks/presentations to articulate creative concepts.
- Presented proactive/reactive opportunities to clients.
- Implemented internal and external feedback with oversight from the creative directors and heads of strategy.

Clients I've had the pleasure of working with include: **Future Farm, FibreOne UK, UGG Europe, West Midlands Railways, National Express Bus, and Dr. Jart**