

STAS VORONETSKY

Creative Copywriter

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Portfolio: <https://shorturl.at/zXofC>

Site: stasvoronetsky.com

SUMMARY

Creative Copywriter with 8+ years of experience crafting high-impact 360° campaigns for international B2C, FMCG and lifestyle brands. Proven track record of transforming complex brand strategies into highly efficient ideas and copy across TVC, OOH, digital and social media.

Expert in conceptual thinking, brand voice development, and collaboration with art directors to drive engagement and conversion.

My motto: Creative = Effective.

CORE COMPETENCIES

- **Creative Strategy:** ideas for 360° campaigns; ideas generation; scriptwriting (TVC / Radio).
- **Brand Identity:** brand platforms; naming; logo and first style ideas.
- **Digital & Social:** social media storytelling; performance ads; non-standard activations.

PROFESSIONAL EXPERIENCE

1) Alfa Bank Belarus (alfabank.by)

Creative Marketing Manager

02/2022 - 10/2022

I led a team of 4 designers, focusing on the digital advertising: social media content, contextual ads, landing pages, in-app advertisements. We produced banners to drive lead-generating traffic to the website (incorporating A/B testing). I implemented collaboration ideas with lifestyle brands and events (festivals and business conferences) and devised innovative strategies to enhance online presence. Alfa Bank was recognised as the Best Bank in Belarus in 2022.

2) LOGA BIGA (creative agency in Minsk, Belarus: logabiga.com)

Senior Creative Copywriter

05/2016 - 12/2019

In addition to duties as a Copywriter, I was involved with the strategic department: conducting audience research and developing communication strategies. I also collaborated with production studios and directors, exercising creative oversight during the execution of ideas. The works received silver and bronze awards at international advertising festivals in the CIS (White Square, KIAF, AdBlackSea).

3) SUP Creative Kitchen (advertising agency in Minsk, Belarus)

Creative Copywriter

10/2014 - 04/2016

Managed the entire creative development cycle: from briefing and brainstorming to concept/script writing and presenting to clients. One of my cases (N#1 in the portfolio) allowed the agency to conclude a 2-year contract with a client and bring this client to the first place among Belarusian classifieds.

EDUCATION

Bachelor in Advertising and Marketing

Belarusian State University (Minsk, Belarus) | Graduated in 2016

I won the Republican Olympiad in Social Sciences and entered the university without entrance exams.