



# RICARDO VILORIA

Ricardo is a multifaceted creative who's just as comfortable behind a typewriter, camera, or guitar as he is behind a laptop.

His writing range expands further than typical copywriting—having the skill and craft to pen multiple poetry collections, short stories, screenplays, and more.

He approaches creative projects with the philosophy of blending technology with human connection to create solutions in a world where communication is golden.

## SKILLS

- Bilingual (English + Spanish)
- Campaign development
- Copywriting
- Content + social copywriting
- Copy editing
- Content creation + curation
- Client communication
- Creative Cloud
- Creative ideation
- Creative writing
- Directing
- Familiarity with the Production Process
- Microsoft Suite
- Photography
- Pitching for new business
- Public speaking
- Videography

## EDUCATION

### MIAMI AD SCHOOL | MIAMI, FL

COPYWRITING | 2019-2021

### LOYOLA UNIVERSITY CHICAGO | CHICAGO, IL

CREATIVE ADVERTISING | 2018–2019

## AWARDS

### AAF | DALLAS, TX

ADDY, SILVER – CICIS PIZZA | INTEGRATED ADVERTISING CAMPAIGN: REGIONAL/NATIONAL | 2023

### AAF | DALLAS, TX

ADDY, BRONZE – CICIS PIZZA | COPYWRITING | 2023

### AAF | DALLAS, TX

HONORABLE MENTION – CICIS PIZZA | SINGLE SPOT | 2024

903.261.4807

## EXPERIENCE

### THE LOOMIS AGENCY | DALLAS, TX

COPYWRITER | AUG 2023–PRESENT

Multifaceted role, primarily focused on writing for all digital and traditional marketing campaigns across 4 accounts.

Responsibilities include:

- Radio + TV script writing in both English and Spanish
- Directing in both English and Spanish
- Creatively leading all paid + organic social projects
- Creative conceiving + content creation for several clients on a month-to-month basis
- Contributing copy + social ideas to brand campaign development

### 3HEADED MONSTER | DALLAS, TX

JUNIOR COPYWRITER | JAN 2022 - AUG 2023

Copywriter role involving focused on writing for digital and traditional marketing campaigns with an emphasis on organic + paid social. Responsibilities included:

- Radio script writing in both English and Spanish
- Concepting + creating content for paid + organic social across several accounts
- Lead copywriting to support overall brand efforts + product launches in traditional + digital applications

### JOAN CREATIVE | NEW YORK, NY

COPYWRITING INTERN | SUMMER 2021

### THE TIMES | CHICAGO, IL

COPYWRITING INTERN | SPRING 2021

### DAVID THE AGENCY | MIAMI, FL

COPYWRITING INTERN | FALL 2020

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