

# ANUAR CELIDONIO MORAD | ACD / Copywriter

US Based | Tel: 347 652-8594 | anuarmorad@gmail.com | Portfolio: www.anuarmorad.com



## WORK

PRESENT  
JUN 2022

Associate Creative Director  
**LEO BURNETT**  
Jim Beam, Basil Hayden, Kelloggs, Optum, Field Museum.

JUN 2022  
MAR 2021

Associate Creative Director  
**GREY NEW YORK**  
Pantene, Venus and other P&G brands.

FEB 2021  
SEP 2019

Senior Copywriter  
**GREY NEW YORK**  
Pantene, Venus and other P&G brands.

AUG 2019  
OCT 2018

Copywriter  
**THE COMMUNITY (MIAMI)**  
Dominos, BMW, General Mills, Verizon Wireless, Verizon Fios, Sauza, Hornitos.

SEP 2018  
SEP 2016

Jr. Copywriter  
**THE COMMUNITY (MIAMI)**  
Dominos, BMW, General Mills, Verizon Wireless, Verizon Fios, Sauza, Hornitos.

MAR 2016  
JAN 2016

Freelance Copywriter  
**DEUTSCH NEW YORK**  
Outback Steakhouse, Sherwin-Williams (Krylon and Duckback) and WaterisLife.

SEP 2015  
JUL 2015

Intern Copywriter  
**360i NEW YORK**  
Canon, Fisher Price, Chevron, H&R Block.

APR 2013  
NOV 2012

Jr. Copywriter  
**EURO RSCG BRAZIL (HAVAS)**  
Ferrero (Nutella, Raffaello), Reckitt Benckiser (Dr. Scholl's, Air Wick, SBS, Mortein, Veja, Strepisils), Pizza Hut, Multiplus, Hershey's, Accor Hotels, GRU Airport, Decathlon, Valor Econômico, e-Harmony, Megapix, Telecine and Air France.

NOV 2012  
APR 2012

Intern Copywriter  
**EURO RSCG BRAZIL (HAVAS)**  
Ferrero (Nutella), Pizza Hut, Multiplus and Decathlon.



## EDUCATION

OCT 2013  
SEP 2015

Copywriting Major  
**MIAMI AD SCHOOL NEW YORK**  
Advertising and portfolio development.

OCT 2012

Brainstorm Shop  
**MIAMI AD SCHOOL SAO PAULO**  
Workshop on creative process and brainstorm techniques.

FEB 2009  
NOV 2012

Advertising and Marketing  
**ESPM (ESCOLA SUPERIOR DE PROPAGANDA E MARKETING)**  
Bachelor's degree in Social Communications: Advertising and Marketing.



## EXTRAS

Award Show  
**JURY MEMBER**  
- American Advertising Awards  
2023 (New Orleans)  
2022 (District 4)  
2021 (Chicago)  
2020 (West Michigan)  
- Future Lions 2021

Silla Silenciosa  
**EL SOL FESTIVAL IBERO-AMERICANO DE PUBLICIDAD**  
A "seat" among the jury of the EL SOL advertising festival in Spain, received as a prize for winning the US Hispanic Young Lions.

International Creative  
**BOOTCAMP HOSTEL LÁ NA VILA**  
A project that selected creatives from all around the world to work in projects of positive social/urban impact during the world cup in Brazil.

Academic Director  
**CENTRO ACADÊMICO 4 DE DEZEMBRO**  
The academic organization responsible for representing advertising students.

## LANGUAGES

English Spanish  
Portuguese Japanese (Basic)

## RECOGNITION



U.S.H.  
Young  
Lions



Gold  
Student  
Clio



Silver  
ADDY  
Award



Young  
Glory  
Finalist



## SKILLS

Adobe Creative Suit  
Brazilian Guitar  
Martial Arts (Aikido, Iaijutsu, Kenjutsu, Jojutsu, Jukenpo, Brazilian Jiu Jitsu)  
Surfing Enthusiast (yeah, I still suck)  
Ad Agency Ping Pong Player