

ILY ★
PETROV

There is
good
advertising
in Russia

Ilya Petrov,

advertising adviser

Date of birth: 21 Feb 1983

Native country: Russia

Advertising is my life. And there are five biggest pleasures in it — girls, food, sport, clever talks and creating outstanding works which will solve clients' objectives.

I believe that festivals are not a goal of advertising. "Create ten bucks from one" is it. That's what I am striving for.



Employment

2009 — now

copywriter

RedKeds, creative agency

Moscow, Russia

2008 — now

copywriter

World Writers, transcreation company

London, UK

2004 — now

freelance copywriter

Russia, Byelorussia, Ukraine

2006 — 2009

copywriter

BBDO Moscow, advertising agency

Moscow, Russia

2004 — 2006

creative director

13 floor, creative agency

Izhevsk, Russia

Clients

Wrigley

- Eclipse

- Orbit

- Juicy Fruit

- Hubba Bubba

- Solano

- 5

VimpelCom

- Beeline

Honda

Infiniti

Hochland

- Almette

KIA

SsangYong

UzDaewoo Auto

Red Cross

WWF

Greenpeace

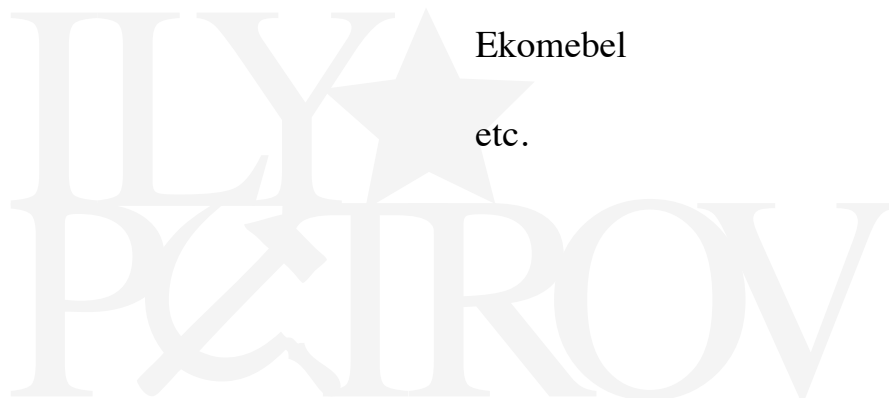
Azbuka Vkusa

Renaissance Credit

Crocus City Mall

Ekomebel

etc.



Categories

Automotive

Retail

Fashion

Telecommunications

Entertainment

Food

Drugs and Personal Care

Furniture

Financial Service

Beer

Social advertising



Education

2009 — now

professional copywriting courses
Institute of Copywriting
London, UK

2008

marketing campus
Wrigley's Marketing College
Moscow, Russia (Toronto, Canada)

2008

creative workshop
Miami Ad School Europe
Moscow, Russia (Hamburg, Germany)

2008

marketing campus
Breakthrough
Moscow, Russia (London, UK)

2007

school of advertising
Wordshop BBDO
Moscow, Russia

2006

creative campus
ADC Russia
Moscow, Russia

2006

school of copywriting
Wordshop BBDO
Moscow, Russia

2000 — 2003

faculty of mechanic and mathematic
Moscow State University
Moscow, Russia

Skills

Copywriting:

- names;
- slogans;
- headlines;
- product conceptions;
- prints;
- TVC scripts;
- radio scripts;
- advertorials;
- web content;
- adaptations;
- production supervision.

Idea development:

- brand ideas;
- advertising ideas;
- integrated campaigns;
- experimental advertising.

Digital:

- Internet activations;
- special projects;
- viral marketing;
- social networking.

Languages:

- Russian — native;
- English — intermediate.

Miscellaneous:

- advanced Mac & PC user;
- blind typing 491 signs/min;
- photo editing (Photoshop, Illustrator);
- sound editing (Sound Forge, Audition);
- video editing (Final Cut, iMovie, Flash, After Effects, Premier).

Contact me

Contact me via:

- email mail@ilyapetrov.com;
- skype [ilyapetrov.com](https://www.skype.com/people/ilyapetrov.com)

In case of:

- clever talks;
- advices;
- my opinion;
- your opinion;
- interesting projects;
- international freelance;
- job offers;
- exchanging experience;
- advertising consulting.



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www.IlyaPetrov.com
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