

## **A motivated curriculum**

(This is how, without, using the *perfectmatch* website, a CV merged with a motivation letter)

I was born several years ago (35 to be more specific) but it's been less time since I decided to embrace a copywriter career. Much more for the love of words than the one of wearing a trendy quatuor of jeans, sneakers, geeky tee and a costume jacket.

Being a copywriter didn't give me those fashion tastes more but it gave me a strong, varied, priceless experience in building simple a strong concepts. Thanks to all agencies (**McCann Erickson, Lowe Strateus, Grenade and Diamant vert**) that were kind enough to let me work for them. This experience expands during the years to a large field of clients (using TV, Web, print, digital mobile and offline supports). Seeing my work, their customers developed (or not) a taste for :

**Travelling** without borders, with the **Morocco** and **Irish Tourism** (2005 campaigns). Travelling to France with **Maison De La France** (U.K market, 78% brand recognition in London Subway for a first campaign) and reside in a first class uncommon hotel with **Best Western Premier** (Europe market).

**Driving**, using **Opel** or **KIA Motors** (lauching of the first seven years guaranteed car) or imagine they're some kind of Japanese "Easy Rider" with **Kawasaki** (all campaigns from 2006 to 2009). Vehicles you can equip and repair at **Roady** Garages with **Uniroyal** or **Continental** Tyres. Renting your car at **AVIS** and get in insurance for your motorbike at **AMV**.

**Playing**, learn and create with **Microsoft** Soft and Harwares, **Nintendo Wii**, **Buffalo Technology** (launch of the first communications in France and UK) or play and win with **French lottery** games such as "Morpion" to let it go, forever.

**Making professional and personal operations** such as phone calls using **118000** (kind of yellow pages) or **Aphone Commerce**, the quadruple-play solution (Phone, Internet, Television avec credit card payments) for commercial purposes.

**Power your house** up using **SOMFY** home automation systems a brand new announcer gained with Grenade & Sparks this summer with an all digital strategy.

**Having a super friendship relationship with your bank** and your banker especially when your bank is the **Société Générale**.

**Taking good care of their house and persons** using **Unilever products** (Sun, Snuggles, Cif) full of good stuff which are good for your health and good for your house. Taking good care of themselves with **Lynx deodorants** that attracts girls much more than an honey pot attracts grizzlies from North Canada to South california.

**Being careful on roads** with the **Sécurité Routière** and being careful of others by helping **Doctors Without Borders**.

**Cooking and lose weight** with the 100% 0% **Weight Watchers** recipes.

**Building a nice an reliable house** using **Placoplâtre** (constructive plaster materials), **Reynaers Aluminum profiles**, **Atlantic** heating products, **Monsieur Meuble**, **Grosfillex** furnitures, **Evonia** (energy solutions) and **Qualitel** (Home improvement) for whom I created, draw and animate (TV

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films, flash animations) a mascot and launch the entire first communication. The Brand gain 45 % of brand awareness.

I'm a bilingual copywriter and have a multitasks creative profile, former Art Director that can photograph, illustrate, blog, write articles, web content and participate in all creative and strategic matters on offline and online medias.

As an autonomous freelancer, I would seize any opportunity to work in an agency with an Art Director as exchanging ideas is anyway the best thing to bring up good stuff. Most of my creative works come with sketching material as a basis for creative exchanges. Some could think that's old-fashion but I find it very useful. Not only it's really a time gainer but it doesn't reduce creation to its only appearance and it helps everybody concentrate on what's the most important, the idea.

At last, during advisers meetings, I can explain with creative words all the choices we've made and how they could help the brand differ from competitors. I could be a great asset for an adviser marketing department willing to capture French market shares. I dissect every opportunities and fails, helping the company fit in, be more creative, proactive and close to their customers.

So please, feel free to visit my all my online portfolio at : **<http://www.zemoutonacinqpattes.com>** and all my blogs, websites and social media & networks (Pinterest, scoopit, Facebook, Twitter...) you'll find addresses at the front & blog pages.

Joining your company would be an outstanding opportunity to collaborate with a world known talented advertising agency and demonstrate my creative capabilities on some famous, inspiring and visible budgets.

Thank you for your time and consideration. Confident in fact our qualifications will be an interest to you, I look forward to discussing these issues with you in person.

Sincerely yours,

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