

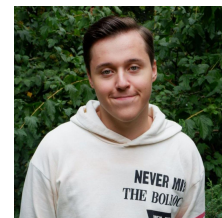
SERGEI DEMIN

CREATIVE STRATEGIST & COPYWRITER

Belgrade 11000, Serbia | sdemin85@gmail.com | +381637381595 | [LinkedIn](#)

Personal Details:

31.03.2004



PROFESSIONAL SUMMARY

I'm a creative strategist with 4+ years of copywriting experience across brand strategy, campaigns, social media, video scripts, naming and creative concepts. I find cultural insights and strange tensions, then turn them into ideas that feel bold, emotional, or slightly uncomfortable in a good way. My experience spans agency work at McCann Almaty and independent projects for international brands, from naming for new markets to DOOH campaigns across Brazil.

LINKS

[My portfolio](#)

WORK EXPERIENCE

Junior Copywriter, McCann Almaty

Jan 2023 to Jan 2024

Kazakhstan, Almaty

Clients: Mastercard, Honor, Henkel, Vivo, Raffaello, Tele2, Palette, Almaty Marathon, Santo, Aviata.kz, Altel

- Contributed to the development of creative concepts for both local and global brands across FMCG, pharma and retail industries.
- Wrote copy for video scripts, social media content, outdoor campaigns and digital banners.
- Participated in brainstorming, internal pitches and client presentations.
- Helped localize global creative platforms for the market of Central Asia.
- Collaborated closely with art directors and account managers to ensure fast and effective creative execution.

Freelance Creative Strategist & Copywriter

Feb 2024 to Present

Serbia, Belgrade

Clients: Brazino777, Tennisi.bet

- Developed a DOOH campaign across multiple Brazilian states for one of Latin America's largest and most popular casino brands.
- Developed the naming for a Tennisi.bet sub-brand to support its launch in Central Asian markets.
- Participate annually in international student and young creative advertising competitions (*The Young Ones*, *D&AD New Blood*, *Young Drummers*, *Red Apple*, *Young Silver Mercury*)

AWARDS

Golden Winner, Young Silver Mercury

Mar 2025 to Jun 2025

SKILLS

- | | | | |
|------------------|---------------------|----------------|--------------------------------|
| • Brand Strategy | • Pitching | • Storytelling | • Creative Concept Development |
| • Copywriting | • Consumer Insights | • Naming | |

EDUCATION

MSU Young Journalists School, Russian Federation, Moscow

Sept 2019 to Jun 2021

- Studied journalism fundamentals, including media history, fact-checking, and structuring clear, engaging articles.
- Developed TV reporting skills, including on-camera delivery, improvisation, and presenting information confidently.
- Practised literary criticism by writing reviews, analysing texts, and supporting interpretations and opinions with evidence.

MADS, Kazakhstan, Almaty**Apr 2023 to Aug 2023**

- Explored creative thinking techniques to generate original ideas and develop concepts in response to advertising briefs.
- Learned to create case films and case boards, clearly communicating the challenge, insight, and creative solution.
- Practised presenting and pitching ideas, using storytelling and visual references to make concepts clear and compelling.

FERMA, Kazakhstan, Almaty**Sept 2023 to Jan 2024**

- Studied the fundamentals of brand strategy, including positioning, audience research, competitive analysis and building communication funnels.
- Learned to identify consumer insights and translate them into strategic opportunities for brands.
- Graduated with High Honors after winning a tender to develop a brand strategy for a local clothing brand.

Faculty of Media and Communications (FMK), Serbia, Belgrade**Jul 2024 to Jun 2028**

Bachelor

- Develop digital marketing strategies through coursework and practical projects, covering audience segmentation, brand positioning, channel selection, and campaign planning.

GPA: 8.91/10

LANGUAGES

Russian (Native), English (B2), Serbian (B2-C1)

HOBBIES

Billiards, Muay Thai, Football, Writing, Reading, Music, Travelling