

Boris Gorelik, copywriter

Locations	Moscow, Russia; Johannesburg, South Africa
Portfolio	behance.net/bgorelik
Contact details	gorelik@live.ru ; +7 903 714-4833 (Russia); +27 84 683-4157 (South Africa)
Overview of my career in advertising	2012-present: freelance copywriter 2008-12: Senior copywriter, DDB Moscow 2007-8: Copywriter, DDB Moscow 2006-7: Junior copywriter, DDB Moscow
Education	<i>kandidat nauk</i> (candidate of sciences), history; MA, linguistics (English and Spanish)
Sectors of expertise	anti-age and other skincare products, telecommunications, pet food, tea, detergents, telecommunications
Brands	At DDB: Johnson & Johnson (RoC, Clean & Clear, Neutrogena), Lipton, Henkel (Persil, Losk, Vernel), Purina (Felix, Friskies), Mars (Kitekat), Volkswagen, Philips, Reebok As a freelancer: Tele2, Narodnaya Kazna, Polytechnic Museum (Moscow), Russian Railways, MasterCard
Language skills	Russian (native), English (fluent), Italian (fair), Spanish (fair), Afrikaans (fair)
Additional skills	Adapting copy-intensive work (Print/Press/TV adverts); extensive experience on production (voice over direction). Experience in international advertising and transcreation.
Hobbies and interests	South African history, Ernest Dichter (motivational research), journalism, travel, writing books and essays.