FRANCISCO PASI

COPYWRITER & CREATIVE DIRECTOR



I shape how brands sound and lead the work that makes them sell.

Argentina · Working Worldwide | francisco.pasi97@gmail.com | linkedin.com/in/francisco-pasi1

EXPERIENCE

COPYWRITER & CONTENT STRATEGIST
2026 — PRESENT

Homestead Studio, a Verndale company · United States

Email, SMS, landing page and paid social copy for DTC brands, plus the content strategy behind it.

CO-FOUNDER · CREATIVE DIRECTOR
2025 — PRESENT

MOB · Argentina

Co-founded a creative agency where branding, design and film run as one system, so strategy, copy and production stay in the same hands.

Nu Reach Media Inc · Canada — 2025 — 2026

- **CREATIVE DIRECTOR & QA**

  Creative direction and final quality control across 50+ DTC accounts: concepts, copy and the last review of every piece before it ships, with an international cross-functional team.

- **PAID MEDIA COPYWRITER**

  Performance copy for 38 DTC brands across beauty, home, wellness, fashion and kids, keeping each brand's voice intact from hook to CTA.

CREATIVE COPYWRITER
2024 — 2025

VEO Branding Company · Argentina

Brand identity projects end to end: concept, tone of voice, naming and messaging.

CREATIVE COPYWRITER
2023 — 2025

Omelet Studio · Argentina

Brand voice guidelines, taglines and multi-format copy built on each brand's positioning.

AWARDS · TOP DOG AWARDS

GOLD	Invaluables	La SPA × Louvre Museum
SILVER	Sense Bra	Victoria's Secret
SPECIAL MENTION	Refurbished or New?	giffgaff

EDUCATION

CREATIVE WRITING PROGRAM
2024 — 2025

Miami Ad School

Concepting, campaign development and copywriting across digital and traditional media.

BACHELOR OF PSYCHOLOGY
2016 — 2022

University of Buenos Aires

Social psychology: group behavior, social influence and collective decision-making.

SKILLS

Creative direction

Brand voice & messaging systems

Concept & campaign development

Performance creative strategy

Naming & taglines

Creative QA & team leadership

CERTIFICATIONS

Branding Specialization · Coderhouse, 2025

AI Automation · Coderhouse, 2025

TOOLS

AI creative workflows: Claude, ChatGPT, Midjourney, Nano Banana, Higgsfield

Figma, Notion

LANGUAGES

Spanish, native

English, professional