

LUDOVICA INÉS PIRO

SENIOR CREATIVE COPYWRITER

ABOUT ME

*When I was a child, I painted a cat on a canvas.
My grandmother asked me
what it was and I proudly replied: "A Picasso!".
So, I guess ambition and a different way
of seeing things have always been part of who I am.
And I still carry both with me. But with one difference.
Now I know Picasso isn't a cat.*

WORK EXPERIENCE

TBWA\ESPAÑA (EX DDB SPAIN)

SENIOR CREATIVE COPYWRITER
July 2026 - present

AUGE COMMUNICATION (MILAN)

CREATIVE COPYWRITER
April 2026 - July 2026

UZINA (LISBOA)

CREATIVE COPYWRITER
Agency Exchange Program (ADCE)

OGILVY (MILAN)

CREATIVE COPYWRITER
Sept. 2023 - Apr. 2026

DDB (MILAN)

CREATIVE COPYWRITER
Jan. 2022 - Sept. 2023

TBWA (MILAN)

JUNIOR CREATIVE COPYWRITER
May 2021 - Dec. 2021

HAVAS PR (MILAN)

MEDIA RELATIONS ACCOUNT
June 2019 - Oct. 2020

RECOGNITIONS: AGENCIES: Cannes Lions, Eurobest, Epica Awards, Gerety Awards, ADCI Awards

PERSONAL PROJECTS: YouTube Awards, 7Days Brief One Show

Gold, Unskippable short film

Young Lions Competition

Bronze, Film: Waiting

Silver, Activation: Spot The Artist

ADCI Awards

Bronze, Activation: Lego B&Bee

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LANGUAGES

- ITALIAN
- ENGLISH
- SPANISH
- PORTUGUESE

EDUCATION

BROTHER LISBOA

Creative Intensive
June–August 2026

ACCADEMIA DI COMUNICAZIONE

Master in Copywriting and Advertising
Oct. 2020 – May 2021

POLITECNICO DI MILANO - POLI.DESIGN

Master in Brand Communication
Sept. 2018 – May 2020

UNIVERSITY OF PALERMO

Faculty of Law - 110 cum laude
Sept. 2012 – July 2018

UNIVERSIDADE DA CORUÑA

Faculty of Law and Sociology (Erasmus+)
Sept. 2015 – Sept. 2016

CLASSICAL STUDIES HIGH SCHOOL

2007–2012

DEEPLY PASSIONATE ABOUT:

Stand-up comedy, screenwriting, cinema, photography
and learning new languages
(and more, these are the passions that fill
my waking life).