MAURICIO CORTEZ.



CREATIVE COPYWRITER / CONTENT CREATOR

ÁLVARO MAURICIO CORTEZ APAZA

+591 70107494 • alvarocortez654@gmail.com • **VIEW PORTFOLIO ↗**

I'm drawn to advertising that makes people feel something or see the world differently. I bring together ideas, copywriting and strategy, driven by curiosity about culture, people and new ways to tell stories.

01 / EXPERIENCE

BANCO DE CRÉDITO DE BOLIVIA (BCP)

Communications Department · 2024–2026

Content Creator & Coolhunter

1 year in this role

Researched trends and digital behaviors; developed ideas and content to connect with audiences in relevant ways.

Creative Copywriter & Graphic Designer

2 years in this role

Developed concepts, copy and visual assets for communications initiatives.

INDEPENDENT VENTURE / FUTSAL

Specialized futsal footwear business

Manage the business and create social media content, including product photography, copy and posts.

02 / EDUCATION

Copywriting Program
Miami Ad School Mexico
2025 – present

Bachelor's Degree in Advertising & Marketing
Universidad Franz Tamayo (Unifranz)
2023

Advertising Creativity Program
Escuela de Creativos E-Learning · Argentina
2023

Master of Digital Strategy
Miami Ad School Madrid
2022

Diploma in Integrated Creativity
Escuela de Ideas · Lima
2022

03 / AWARDS

BRONZE / 2026

Círculo de Oro Mexico · Future Talents

3RD PLACE

Locoto Publicitario Festival · Ulupica category · Campaign for Paceña

04 / SKILLS

Creative Concepting · Copywriting · Scriptwriting · Content Creation · Coolhunting · Photoshop · Illustrator

LANGUAGES Spanish · English

05 / PROFESSIONAL REFERENCE

SERGIO TORRELLIO

Communications Manager, BCP · +591 67004302