



EMAIL:
onetwotrina@gmail.com

LINKEDIN:
linkedin.com/in/trinamartirez

PORTFOLIO:
trinamartirez.com

EMPLOYERS:

Content Lead for AgeMate

Led the content team in creating data-informed, high-performing creative ads across Meta and digital channels. Developed campaigns and always-on content driven by insights from Meta Ads Manager, while shaping the brand's voice and storytelling.

Jan 2025 -
Present

Copywriter for Baby Bunting Australia and New Zealand

Freelanced as the first-ever copywriter for Baby Bunting Australia and New Zealand, under the Marketing Team. Conceptualised and wrote direct to consumer and corporate projects and campaigns.

Aug 2024 -
Sept 2024

Associate Creative Director for Ogilvy Singapore

Worked for the global ad agency hub for Unilever to lead a creative team for its personal care brands (Vaseline, Pond's, Pond's Men, Dove Hair, Lux and Unilever's home care brand, Comfort).

Jan 2020 -
Sept 2023

Creative Director for BBDO Indonesia

Led a whole creative team and directed creative work for P&G Indonesia's haircare (Pantene, Head & Shoulders, and Rejoice), Fonterra (Anlene and Anchor Boneeto), Indofood Lay's (Doritos, Cheetos, and Quaker Oats), Arnott's TimTam, Softex Indonesia (Softex feminine hygiene, Comfort adult care diapers, and Softies), Unilever Indonesia, Mercedes Benz Indonesia, and Guinness Indonesia.

May 2017 -
Nov 2019

Senior Copywriter for Ogilvy Philippines

Conceptualised and wrote copy for Unilever Philippines (Pond's, Pond's Men, Knorr, Lady's Choice), L'Oreal, and FWD Insurance.

Nov 2014 -
Apr 2017

Senior Copywriter for Publicis Manila

Conceptualised and wrote copy for Nestlé Philippines (Nescafé, Milo, Nestlé Ice Cream, Nestlé Yogurt), Sanofi Philippines, Cherry Mobile, and Century Pacific Foods Corporation.

Mar 2010 -
Oct 2014

Copywriter for DDB Philippines

Conceptualised and wrote copy for McDonald's, PepsiCo, Kraft Toblerone, Johnson & Johnson's, Clean & Clear, and Neutrogena.

Aug 2007 -
Mar 2010

Copywriter Intern for BBDO Guerrero

Conceptualised and wrote copy for PepsiCo, Snickers, Extraderm, Smart Communications, and Wrigley's Juicy Fruit.

Apr - May 2005
Mar - Apr 1999

EDUCATION:

De La Salle University - Manila

Bachelor of Arts, Major In Behavioral Science

2003 - 2007

ACCOLADES:

2022 Cannes Lions International Festival of Creativity Outdoor Entry

Vaseline 'These Words Should Be On Everyone's Lips'

2012 Tambuli Awards

Multi-awarded Nestlé Centennial Advertising Campaign

2017 (3) Quill Awards

Unilever 'Miss Universe BrandWagon'

- Award of Merit for Communication Management
- Award of Excellence for Communication Skills (Digital Communications)
- Award of Excellence for Communication Skills (Special Event)

2011 Araw Awards

Multi-awarded Nestlé Centennial Advertising Campaign

2009 Panata Awards - BRONZE

McDonald's 'Values' Print Ad Campaign

2015 (2) Quill Awards & Spikes Asia

Pond's Men 'Beat The City' Campaign

- Best in Integrated Campaign
- Best in Communication Management & Digital

2008 Nokia Cinemaiksi

Best Short Story for Short Film 'Eskinita'