

Elvire Cavalié

Copywriter

**Born :** February 4, 1968

**Nationality :** French

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**Languages :**

-French (mother tongue)

-English (Fluent)

-German (intermediate)

-Russian (basic)

**Awards and media :**

**Tampax "Sharks" (agency : Leo Burnett) :**

-1st prize at the 2004 French AD Club (isolated poster category)

-Gold medal at the 2005 New York Festivals (print / magazine)

Creative Link

Media Marketing - "Team à la page"

Media Marketing - "Mini making of du mois"

**Creative Experience :**

August 2007 - August 2009 : Copywriter at Dentsu Brussels.

Budgets : Toyota, Lexus, Shurgard, Caterpillar, Scholl, Benecol, Canon.

-November 2005 - July 2007 : Freelance copywriter in Brussels.

Main agencies : Duval Guillaume, G&CO, Air

-January 2001 - October 2005 : Freelance copywriter in Paris.

Main agencies : devarieuxvillaret, FCB, Ailleurs Exactement, BBDO Corporate, Leo Burnett, CPP.

-1999 - 2001 : Junior copywriter at McCann Erickson, Levallois-Perret.

Budgets : Opel (Zaphira, Agila), La Française des Jeux (National Lottery games), Kindy socks, LG Flatron TV, Avenir, Gateway, Strepils, Yoplait, Puget, Bordeaux Chesnel, Glenfidich.

-1997-1999 : Junior copywriter at Jean et Montmarin, Levallois-Perret.

Budgets : BHV (department store), Range Rover, Bouygues Telecom, Réunion des Musées Nationaux, Cutty Sark, Soho, Yoplait

-July 1997 : Placement, Euro-RSCG-Scher-Lafarge, Levallois-Perret.

-March-April and July 1996 : Placement at BDDP, Boulogne-Billancourt.

**Educational Qualifications :**

1992-1995 : BTS of Advertising and Communication, C.N.E.D.

1987-1992 : Master degree of Arts, Paris I, Panthéon-Sorbonne.