

Rafter Manguiat

COPYWRITER

rafter.work

manguiatrafter@gmail.com

Berlin-based, Laguna-raised



EXPERIENCE

VML & OGILVY JAPAN / Copywriter Intern
Tokyo, Remote / Jul – Sep 2023
CNN, Lexus

BBDO GERMANY / Copywriter Intern
Berlin / April – Jun 2023
Lidl, BVG, Meta, Puma, Mercedes-Benz Retail, Porsche Motorsport

SERVICEPLAN / Innovation Copy Intern
Munich / Jan – Mar 2023
Worked with the agency's innovation team
Clients: AIZOME, AROYA

PUBLICIS ITALY / Copywriter Intern
Milan / Oct – Dec 2022
Heineken, Barilla, Pampers, and BNP Paribas

OGILVY PHILIPPINES / Jr. Copywriter
Manila / Mar 2020 – Aug 2021
Mondelez, Cadbury Dairy Milk, Toblerone, KFC, Eden Cheese, Cheez Whiz, and Tokyo Tokyo

Pitches Won: Magnolia Ice Cream, Super8 Grocery

BBDO GUERRERO / Copywriter Trainee
Manila / Mar 2019 – Mar 2020
Visa, Red Ribbon, Isuzu, Cesar, Doublemint, and Quaker Oats

MULLENLOWE PH / Freelance Copywriter
Manila / Nov – Dec 2018
Bank of the Philippine Islands and Alaska Milk

EDUCATION

MIAMI AD SCHOOL EUROPE
Copywriting Portfolio Program
Berlin, Germany / 2021 – 2023

REFUGE WORLDWIDE
Radio Mentorship Programme
Berlin, Germany / 2023 – Now

D&AD x WPP NEW BLOOD ACADEMY
Selected Participant
London, UK / 2023

UNIVERSITY OF THE PHILIPPINES LOS BAÑOS
B.Sci. Development Communication
Laguna, Philippines / 2014–2018

LANGUAGES

ENGLISH / Fluent, Bilingual
FILIPINO (TAGALOG) / Native

PRESS

ADC Europe, Applied Arts Mag, Communication Arts Magazine, AdForum, CampaignBrief Asia, Adobo Magazine, Marketing in Asia, Marketing Magazine, Ads of the World, Klein Report, Leader Digital, Roastbrief, Persoenlich. ch, andzup_Deutschland

AWARDS

Cannes Lions 2023
Gold + Bronze, 5x Shortlist

ADC Europe High Potentials 2023
Selected Participant & Speaker

D&AD New Blood Awards 2023
Yellow + 2x Wood Pencils

ADC Germany Talent Award 2023
3x Bronze

New York Festivals 2023
Finalist (Student)
Silver + 6x Bronze + 4x Finalist (Professional)

Communication Arts Competition
Winner

Applied Arts Mag – Student Awards 2023
2x Winner

The Drum Chip Shop Awards 2023
2x Finalist

Golden Award of Montreux 2023 / Finalist

Young Ones ADC 2023 / 2x Merit + Shortlist

Young Ones – One Show 2023 / Shortlist

Young Ones Portfolio Competition 2023
Shortlist

The International ANDY Awards 2023
Shortlist

CLIO Entertainment 2022 / Silver

AdStars – Young Stars Competition 2022
Special Prize

The One Show 2022 / 2x Shortlist

Gerety Awards 2022 / Shortlist

Asia Pacific Tambuli Awards 2022
2x Bronze + Finalist