



# Ric Deen

## About me

Copywriter with one D&AD pencil and seven cities under the belt.

Trained in *Berghs SOC* (Stockholm) and *Miami Ad School* (Madrid).

Started working in the *digital* world as a helping brands and clients scale, in the fitness.

## Education

### Miami Ad School Madrid

Copywriting Masters  
D&AD pencil winner with 'Closet Staples' for Carrefour's 45th birthday



2026

### Berghs School of Communication

Advanced Advertising

2025

### University of Lisbon - Fac. of Law

Bachelor of Laws & post grad in Business

2017-2021

## Skills

Copywriting

Conversion Optimization

Digital Marketing

Creative Strategy

AI Image Generation

Brand Voice

## Work Experience

2025 - Now | Freelance

Copywriter & CRO Consultant

- Member of Nothing Held Back Plus, a renowned world digital marketing community.
- Led creative strategy for health and fitness coaches, founders and people with something to sell and no idea how to advertise it.

2015 - 2017 | Elevate Agency

Copywriter

- Built all brand messaging for cross-border fitness accounts across US- LATAM corridors.
- Wrote VSLs, landing pages and ads for supplements and ecommerce brands, optimised through iterative A/B testing across multiple product launches.
- Brands & businesses: **Amnesty International**, **Tate Modern**, **Man Instinct**, **E-centrics**, **Elevate Agency**, **Ahead app**, **@howtopeps** and **Alex Bolivar**.

2015 - 2017 | BNP Paribas

Anti-Money Laundering Analyst

- Sounds serious... because it was.
- It was also unexpectedly useful for email writing because nothing sharpens attention to detail like legal consequences.

Amnesty

Carrefour TEX

Man Instinct

Ahead app

## Contact

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