

@jecotheunicorn



# JEROME ESTEPA

THOUGHTFUL WORKS OF HEART

CREATIVE DIRECTOR  
COPYWRITER



Advertising	Ideation & Copywriting	Adaptability
Marketing Communications	Scriptwriting	Tenacity
Brand Development	Localization & Translation	Empathy
Communication Strategy	Media Production	Leadership
Creative Direction	Digital & Social Media	Solution-driven

## EXPERIENCE

**CREATIVE DIRECTOR & HEAD OF COPY**  
Zebradelta : 09/2024 - 10/2025

**COPYWRITER to  
SENIOR COPYWRITER to  
ASSOCIATE CREATIVE DIRECTOR to  
CREATIVE DIRECTOR to  
GENERAL MANAGER**  
Keyframe - ID8 MNL -  
CRE8manila - Kulay AhenXa :  
01/2015 - 09/2024

**SOCIAL MEDIA MANAGER**  
Virus Worldwide : 08 - 10/2014

## AWARDS

**"Suicide Notes as Evidence"**  
Creative Guild of the Philippines  
**2018 Young Lotus Qualifiers, 3rd Place**

**2017 Adobo Creative Rankings, 34 Writer**

**"Live for the Rivers Movement Coalition"**  
Light Rail Manila Corporation  
**2017 Anvil Awards, Silver**  
**2017 Philippine Quill Awards, Best in CSR**

**"Xoom LOL"**  
Xoom, A PayPal Service  
**2017 Shorty, Silver & Audience Honor**  
**2017 ANA Awards, Asia Grand Winner**  
**2017 PayPal Awards, Global Winner**  
**2017 Clio, Shortlist, Branded Content**  
**2017 AME Awards, Finalist Certificate**  
**2017 Tambuli, Finalist, Digital IMC**  
**2017 Boomerang Awards, Shortlist, Sales**

## BRANDS HANDLED

Suzuki Philippines  
Zest-O Fruit Soda  
Reynolds Masterbrand  
Mayora (Kopiko, Malkist)  
Chips Delight Brownies  
Stada (Nizoral, Oilatum)  
Lola Remedios  
Remitly  
Silka Facial Care  
IPI (Casino, Efficascent)  
Jinro Soju  
Globe Telecom  
White Flower Embrocation  
Sanofi  
City Of Dreams Manila  
Solane LPG  
MSD (Bravecto, Nobivac)  
Bambini Baby Cologne  
Tapa King Restaurant  
Holcim  
Betadine Woundcare  
Light Rail Manila Corporation  
Xoom, a PayPal Service

## PROFILE

**For over a decade**, Jerome has shaped marketing strategies into stories that move people across **ATL, BTL, digital, and integrated campaigns**. His work spans **health and pharma, finance, tech, automotive, food, FMCG, personal care, and even pet care**. (Yes, even dog pills.)

He believes that while people think with their heads, they connect through the heart.

**Every brief, whether a brand film or a one-liner, is approached with empathy, insight, and a clear intent to resonate.**

Jerome **has led both creative and business fronts**, once served as both **Creative Director and General Manager**. Today, he heads a lean and mean copy team, **crafting brand narratives grounded in strategy and storytelling**.

**A fan of puns** and purposeful writing, he's **lenient on grammar but not on bad ads**. Outside of work, he's either reading, doom-scrolling, or bingeing a BL series or RuPaul's Drag Race.

**Campaigner (ENFP-A)**. Nature lover. Dad to Frances McBeagle.

## EDUCATION

**POLYTECHNIC UNIVERSITY OF THE PHILIPPINES, MANILA**  
Sta. Mesa, Manila

**ADVERTISING & PR**  
2009 - 2012

**COMPUTER ENGINEERING**  
2007 - 2009

## WORKS



SCAN QR CODE

## CONTACT INFO

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