

Edgardo R. Cartagena Ramos

www.edgardocartagena.com

Profile

Creative and strategic leader with extensive experience in bilingual copywriting, integrated campaign development, and content creation. Skilled in brand identity, scriptwriting, and multimedia storytelling. Adept at leading teams and projects from concept through execution. Fluent in English and Spanish.

Core Competencies: Bilingual Copywriting | Integrated Campaign Development | Brand Strategy | Scriptwriting | Content Creation | Creative Leadership

Education

UNC Charlotte, Charlotte, NC — MBA, Marketing Innovation

Aug 2019 – May 2023

Berklee College of Music, Boston, MA — BA in Film, Scoring, and Piano, Cum Laude

Aug 2001 – May 2005

Emerson College, Boston, MA — Minor in Creative Writing (Short Story & Script)

Aug 2002 – May 2005

Professional Experience

Norwegian Cruise Line, Miami, FL — *Bilingual Copywriter*

Jan 2024 – Nov 2025

- Led creative projects and wrote bilingual copy for integrated campaigns at Norwegian's in-house agency, Rebel Fish.
- Managed editorial relationships across marketing, broadcast, digital, and sponsorship departments.
- Developed campaigns that increased engagement and enhanced brand messaging for English and Spanish audiences.

Lopito, Ileana & Howie, San Juan, PR — Senior Copywriter
Sept 2020 – Dec 2023

- Directed bilingual integrated campaigns for clients, including MCS Health Insurance and Jose Cuervo Tequila.
- Oversaw content creation, project management, and client communications.
- Maintained high-quality editorial standards across all media platforms.

AC&M Group, Charlotte, NC — Associate Creative Lead
Jun 2015 – Apr 2020

- Led integrated advertising campaigns for clients like Sherwin-Williams, BCBS, and New Balance.
- Managed teams, client relations, and vendor coordination to ensure timely project delivery.
- Provided bilingual creative leadership and copywriting across all channels.

Arteaga & Arteaga, Puerto Rico — Senior Copywriter
Jan 2015 – Dec 2015

- Created and supervised content for 360° campaigns for clients, including 20th Century Fox, Sanofi Diabetes, and the Traffic Safety Commission.
- Generated story ideas aligned with audience insights and campaign objectives.

BBDO, Puerto Rico — Copywriter
Jan 2012 – Dec 2014

- Developed concepts and produced copy for TV, radio, web, and print for clients including RadioShack, Pepsi, Burger King, GE, Snickers, and M&M's.
- Wrote press materials, speeches, and campaign presentations.

Nostrom Moving Images Group, San Juan, PR — Music Producer & Director of Audio
Sept 2009 – 2011

- Composed, produced, and supervised audio and sound design for commercial and artistic projects.
- Managed studio operations, recordings, and mastering processes.

Paradiso Films, San Juan, PR — Music Producer & Sound Designer
Jul 2005 – 2009

- Produced music and served as musical director for high-profile projects, including Banco Popular Christmas Special.
- Created original compositions for various artists with lyrics based on Luis Palés Matos poetry.

Freelance Music Producer & Sound Designer — *Dec 2011 – Present*

- Composed and produced music, and designed sound for brands including Pepsi, Snickers, Corona, Burger King, and GlaxoSmithKline.

Berklee Video Services — *Video Editor*

Nov 2003 – May 2005

- Supervised and edited multi-camera live performance recordings.

Private Music Instructor — *Sept 2001 – Present*

- Provided individual lessons in piano, guitar, vocals, composition, songwriting, and digital music production.

Awards

Radio Mercury Awards | El Ojo de Iberoamérica | Cannes Lions | American Advertising Awards | Premios Cúspide | National ¡Bravo! Awards | Hermes Creative Awards | AVA Digital Awards | MARCOM Awards | Clarion Awards | DotCOM Awards