
Freelance senior copywriter with 10 years+ experience in agencies and working directly with brands – seeking opportunities to help clients achieve their goals.

Sector and brand experience.

COMMERCIAL

Intel, Diageo, Dyson, Robert Marc NYC, Barratt and David Wilson Homes, Hilton Hotels + Resorts, Hinterview, Aptamil and Cow&Gate, The Royal Mint, HMV, Brittany Ferries, Fresh Ties, Cafedirect, Costa, Betty Crocker, Intel, GSK, mflirect, Long Island Rice, Hot Diggity Sauce, Careflex specialist seating, Woodfuel Wales, The Grove Hotel, Living Data, Quantum Advisory, PFP Professional Fee Protection, CB12 and Diffiam, QinetiQ, Inceasability.

PUBLIC SECTOR

Bannau Brycheiniog (Brecon Beacons National Park Authority), Public Health Wales, Love Food Hate Waste, Royal Institute of Chartered Surveyors, Welsh Assembly Government, Improvement Cymru, Life Sciences Hub, Skills for Health and Skills for Justice, Somerset Council, Rhondda Cynon Taf Borough Council, NHS Greater Glasgow and Clyde.

FINANCIAL SERVICES

AXA Wealth, West Brom, AVIVA, Legal&General, Rothschild, HSBC, Nationwide, Royal Bank of Scotland, PWC, Financial Times, Direct Line, Nationwide and Royal Bank of Canada.

THIRD SECTOR

BulliesOut, Ty Hafan, Adopt Wales, Age Cymru, MENCAP and Maggie's Cancer Centres.

MOTORING

Fiat, Toyota, Jaguar Land Rover, Maserati, Lexus, Alfa Romeo, Ford, Jeep.

Scriptwriting.

- For Intel, Met Police, Dyson, NHS, PwC, Associated British Ports, Pearson Group, AMP Clean Energy, BulliesOut, Kier, AMP Clean Energy, Mitie, Procorre and Ecosurety.

Corporate films.

- WE THE CURIOUS – Director, 'Question Constellations' (4x60") public exhibition, 2020.
- MENCAP – Producer | Director 'Our Social Networks' project film (8'): Six people with learning disabilities talk about their experiences of friendships and love, 2019.
- AGE CYMRU – Producer | Director: 'cARTrefu' project film (7'): An artist, a careworker and a resident explore how the arts affect quality of life for older people in residential care, 2018.
- INTEL – corporate film (4'30") on how Intel's diversity initiative is encouraging six young women into science and technical careers, 2015.
- UNIVERSITY OF GLASGOW – Producer | Director: creative development and project management, (90") University of Glasgow research project launch animation, 2014.

Senior copywriter.

- AXA WEALTH – Producer |

Director: peer-to-peer marketing films (3x90”) targeting AXA Wealth independent financial adviser community with DP Luke Jacobs, 2013.

- RHONDDA COUNCIL – Producer | Director: Butterfly Project employee inspiration film (8’) about person-centred dementia care. Rhondda Cynon Taf Borough Council. For Ethos, 2013.
- QINETIQ – Producer | Director, with DP Phil Wood: employee inspiration film (2’45”) for QinetiQ defence supplier, shot across six UK locations. For Ethos, 2012.
- RHONDDA COUNCIL – Producer | Director | VO Scriptwriter: Your Opportunity to Care (14’) fostering promo for RCT Borough Council foster care team. For Ethos, 2012.

Career.

Senior copywriter, freelance, Cardiff: since 2010

- Working with businesses and creative agencies to produce compelling, captivating content across all channels.

Marketing communications executive, AXA Sun Life, Bristol: 2008 – 2009

- Managing and developing post-sale consumer pensions and investment communications.

Editor and staff writer, Environment Agency, Corporate Affairs, Bristol: 2007

- Editor: internal magazine *Update*. Staff writer / section editor: members’ magazine *Your Environment* – news, features, reviews.

Production editor, BBC Worldwide, Immediate Media, A&S Publishing and IOP Publishing, Bristol: 2004 – 2007

- Managing day-to-day production, editing, subbing and writing monthly consumer newsstand and trade magazines, including *BBC Sky at Night magazine*, *Your Hair*, *Hair Ideas*, *Trucking*, *Go Mini*, *Retro Cars* and *Opto&Laser Europe*.

TESOL (teaching English to speakers of other languages), Europe/UK: 2001 – 2003

Barcelona, Spain (2001); Campobasso, South Central Italy (2002); Oxford (summer 2002) and Bristol, UK (2003).

Qualifications/education.

- Chartered Institute of Marketing Award in eMarketing.
- Chartered Institute of Marketing Diploma in Marketing Communications.
- BA Hons English Literature / History of Ideas, Cardiff University.

Background.

I graduated in English Literature at Cardiff University and taught English in Europe for two years before entering publishing. For five years I worked my way up as a writer and production editor in consumer magazines to become editor of *Update* magazine, before moving into financial services communications. There I retrained as a marketer and, since 2010, I’ve been freelancing with leading agencies and clients to develop concepts, copy and targeted communications for business and consumer audiences.

Senior copywriter.

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