

# CURRICULUM VITAE

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- Highly experienced conceptual & strategic thinker
  - Able to work across different media
  - Articulate - on paper and in person
  - Able to adapt tone of voice to audience
  - Can write eye-catching copy of any length
  - Can lead teams and pitches
  - Produced and run workshops on digital and copy
  - Love tech and its application in advertising
  - Understand how advertising disciplines work together
  - PC & Mac - or marker and pen
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## EXPERIENCE

### **GT/VML London, Senior Copywriter, July 2009 – Present**

Creative lead on Microsoft account, working on campaign concepts for a variety of technologies & products including Xbox. Run copy, creative critiquing & social networking workshops for senior Microsoft employees & product evangelists. Also work with planning, strategy and user experience to create new strategic direction for UK business including tone of voice, content strategy and IA.

Oversee copy across all Microsoft accounts, including all Xbox emails, as well as contribute concepts, long copy & tone of voice guidance to other client projects, including BBC & The Futures Company.

Pitch work alongside parent agency, Y&R, for Allianz, Virgin Media & Accenture. Also spent time in Paris working with Y&R creatives to create a global advertising solution for Colgate Total and help the agency bolster its digital knowledge.

**Accounts:** Accenture, Allianz, BBC, Colgate-Palmolive, The Futures Company, Microsoft.

**Freelance work:** ClickTag (Best Western Hotels, Mars).

### **Freelance Copywriter, October 2008 – June 2009**

Working on eCRM, microsite & conceptual work for various digital & integrated agencies.

**Agencies/Clients:** Underwired\* (BrandAlley, McCain, News International, ReadyBed); DriveBusiness (All Saints, Regent Belt Company); ClickTag (Best Western, Mars);

**Direct Client:** Hutchison Whampoa (INQ Mobile).

### **EHS Brann, Senior Copywriter, October 2007 - October 2008**

Global launch campaigns across digital & other media, plus online advertising campaigns & microsites. Pitches across digital, DM & above the line; creating initial concepts & scamps through to digital layouts & copy examples, scripts & concepts for executing the idea.

**Accounts:** Charles Schwab, COI, News International, NS&I, Orange, Peugeot, Reckitt Benckiser, Tesco.

**Freelance work:** ClickTag (Opodo, Acuvue); Good Technology (Audi); Underwired\* (McCain, News International, Zavvi).

### **Freelance Copywriter, April 2002 – October 2007**

#### **2004 – 2007**

The year was spent working on strategic planning & digital campaign creation. Online advertising campaigns, microsites, tone of voice, long copy, creative concepts. UK, pan-European & global launches. Spent several months working in an integrated environment, producing concepts for print, digital & agency pitches. Provided strategic digital support in all roles.

**Agencies/Clients:** Ai London (National Express, ntl, Post Office, Samsung, Telewest); de-construct (adidas); Euro RSCG 4D Digital (Peugeot, Reckitt Benckiser, Tesco); Freestyle New Media (Bryant Homes, Oxford Hotels, Taylor Woodrow); Good Technology (Asda, Audi, Microsoft); Incepta Online (NCP); JWT (Shell); Collective London (Honda UK); LBi Framfab (adidas, Sony, Douwe Egberts, Orange); LIDA, M&C Saatchi (British Airways, Daily Mirror, Mandarin Oriental, MINI, NatWest, RAF Careers, RBS, Swiss-One, Travelex); Proximity London (Holiday Inn); Syzygy (Citroën, GE Money, Mazda UK, Mercedes-Benz, Smart).

**Direct Client:** Clémaron Interiors, jobswithballs.com, Creative Recruitment.

#### **2002 – 2004**

Pitch concepts & copy development. Advertising concepts for trade press, digital campaigns, proposal writing for new business tenders in several agencies. Tone of voice & ongoing digital strategies for agencies & their clients.

**Agencies/Clients:** Ai London (Samsung), LBi Framfab (Philip Morris International, Sony); twentysix London (British Red Cross Society, KCI International, Volvo Ocean Race, Young's Brewery).

**Direct Client:** Centaur Communications, Eyeconomy, Web Optimiser.

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## EXPERIENCE

### Copywriter, April 2000 – April 2002

#### 2000 – 2002

Writing long copy for Waitrose.com & editing work by other writers. Conceptual work for clients, advising on search engine optimisation techniques & running keyword campaigns. Worked extensively on web accessibility projects, liaising with senior civil servants & contributing to the UK Government's web accessibility guidelines.

**Agencies/Clients:** Citigate Albert Frank (New Star International); JKD (Heal's, John Lewis Partnership, White Door, Kendall Tarrant, Waitrose).

### Copywriter & Partner, September 1996 – December 1999

Ran a design agency offering extensive graphic & copy services. Part of integral creative team for concept creation & design for broad range of clients, both local & national. Responsible for day-to-day running of the business, budgeting & forecasting & client-facing duties. Worked on projects for corporate & charitable organisations, principally on advertising & marketing initiatives.

**Agency:** Hubble Bubble Design, Bournemouth (Ben Shaws Drinks, Dunedin Shoes, Highcliffe Holidays, ICM Marketing Ltd, Poole Council, Wadworths, Virgin Cola).

## ADDITIONAL INFORMATION

Mentored young creative looking for their first break in advertising. Following an email in 2007 from a student asking me to look at their book, spent several months working to help him get a book together & share my thoughts & opinions on 360 advertising. He went on to win a Cream award in 2008 & take a job as a creative at a top London ATL agency.

Since then I've mentored a creative team who are now freelancing at a number of top London digital agencies. I am now working with a young filmmaker, whom I met when he worked in my local shop. I've helped him secure much needed work experience through the use of creative ways to get his audience (post production agencies) to listen to his proposal.

I was invited to join the working group for the Clerkenwell Design Festival, which launches in 2010, and have begun to use my skills to help shape its activities and the way in which it is promoted. This allowed me to brief work to our junior design team and lead them to create a campaign to promote a local author. I have also been featured in Plan B Studio's 10:10:10 project, collaborating on a newspaper to promote the company's work with 10 charities over ten months in 2010, as part of their 10th anniversary. For more information: [http://www.plan-bstudio.com/planb\\_project10.html](http://www.plan-bstudio.com/planb_project10.html)

Poetry & short stories on a variety of subjects have been published by small & medium presses & publishing houses, leading to some of my work winning competitions.

Continue to write new material & enter these pieces in a variety of national & international poetry / short story competitions. Since 2004 I have published these on a blog. Completed an intermediate course in Short Fiction Writing at City University in 2006 & a Poetry Society Workshop in 2007 to further hone my writing skills, & also for the enjoyment.

A keen musician who, having played for some years in bands & solo on guitar & piano, now plays for fun & relaxation.

An avid reader of fiction & nonfiction. Enjoy listening to music, going to the cinema, live concerts, clubs & theatre, or just the pub.

## REFERENCES

Available by request.

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