

Iain H

Senior
Copywriter

Iain Harrison

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Intro

Worked with start-ups, SMEs and global brands, helping them cut through the noise, grow audience share, increase sales, and improve marketing ROI.

Projects span brand positioning and tone of voice development to integrated brand and product campaigns, websites, CRM, social posts, explainer videos, direct mail, brochures, sales aids and SEO-optimised blogs. Clients have been just as diverse: finance, fintech and payments to healthcare, automotive, charity, tech, telecoms, FMCG, and more.

Experience

Manza / Senior Copywriter

Aug 2024 - May 2025, BRADFORD

- Led on conceptual development, brand messaging and tone of voice work for the agency's charity, financial and healthcare clients.
- Produced site copy, emails/CRM, social campaigns, and video scripts.
- Developed A/B and multivariate tests to improve response and ROI.
- Delivered client workshops and presentations.

Freelance/ Senior Copywriter

Jan 2023 -Aug 2024, LONDON/HEBDEN BRIDGE

- Led on concept development for The Global Fund, WHO, and The Stroke Association (*Infinity Communications, Healthcare, Geneva*).
- Wrote CRM and web copy for Cybersource, Visa's back-end network (*Digitas, FinTech, London*) plus digital and print copy for euNetworks (*Yello, Telecoms, London*).
- Created training for M&C Saatchi's HR Dept, helping them simplify and humanise internal staff comms, including legally-binding documents.

Eleven Miles / Head of Copy

Nov 2021 - Jan 2023, BOURNEMOUTH

- Responsible for the agency's copy output, ensuring consistency, and implementing best-practice.
- Ensured copy met agency standards and clients' strategic goals on accounts including BT, Barbour, HSBC, first direct, Change Health, Accurist, Truphone, and Wejo.
- Mentored writers of all levels via weekly team workshops and one-to-one sessions, helping to improve workflow, sharpen skills, and spot potential issues/conflicts.

iainhcreative LTD / Freelance Senior Copywriter

Aug 2011 - Nov 2021, LONDON

- Ran a successful freelance business, with long-term contracts at agency networks including MullenLowe, OgilvyOne, Grey, and Wunderman. Also boutique agencies, and client-side (Paymentsense).
- Quickly adapted to team dynamics. Proactively liaised across all departments, establishing trust and strong working relationships with internal and external stakeholders.

- Led workshops on brand development (mission/vision/values) and tone of voice. Responsible for pitch leadership.
- Produced campaigns, concepts and copy across digital, print and film for small and established global brands in Pharma, automotive, finance / FinTech, telecoms, tech, and FMCG.
- Thrived in fast-paced environments, handling multiple projects, deadlines and consistently exceeding client expectations.

WoolleyPau / Deputy Creative Director

Oct 2010 - Aug 2011, LONDON

- Brought in to boost the digital capabilities of this respected Pharma agency.
- Responsible for the day-to-day running of the Creative Department and output with my Art Director.
- Liaised across all departments.
- Managed creative resourcing for a team of medical and generalist writers, including performance reviews.
- Built a trusted freelance network of writers, designers and strategists.
- Lead on new business pitches, and grew revenue from existing accounts.

Digitas & Digitas Health / Associate Creative Director

Feb 2009 - Oct 2010, LONDON

- Oversaw digital creative work for P&G brands (Ariel, Head & Shoulders), plus Samsung, and Ericsson.
- Developed integrated campaigns, working alongside partner agencies including Landor and Saatchi X.
- Managed and mentored junior creatives including goal-setting and performance reviews.
- First creative hire at Digitas Health, winning work from Sanofi-Aventis and MSD.

iainhcreative / Freelance senior copywriter/Creative Director

Oct 2007 - Feb 2009, LONDON

- Acting CD for Altogether (WCRS' digital arm).
- Secured £1M of new business for Tequila from Kempinski Hotels.
- Lead writer on Ford.com global relaunch and the new Ford Ka (Wunderman).

Harrison Troughton Wunderman / Digital Head of Copy

May 2003 - July 2007, LONDON

- Started freelance; hired full-time before my contract ended.
- Grew the agency's writing capacity with full-time and freelance hires; improved cross-agency collaboration with HTW.
- Landed award-winning business from Nintendo, Macmillan Cancer Relief and The Phobics Society.
- Developed integrated campaigns on Ford with O&M, and Land Rover with RKCR.

McCann-Erickson / Senior Copywriter

June 2001 - May 2003, MANCHESTER

- Produced concepts and copy for direct, digital and print projects for Peugeot, Sainsbury's Bank and C.P. Hart.

Pre-2000 employment details available upon request

Education

UXDI & Glasgow Caledonia University

Diploma in UX Design. Ongoing, remote.

Blackpool & the Fylde College

HND Graphic Design. Merit.

Burnley College of Arts & Technology

Fine Art Foundation.

Diploma in Graphic Design.

A Levels: Art (London Board), **Printmaking, & Photography.**

O Levels: Art (London Board), **Printmaking, & Photography.**

Haslingden High School

O Levels: Art (Joint Matriculation Board), **English Language, English Literature, History & Maths.**

Awards

Gold. International Automotive Advertising Awards. Land Rover. England's Real Passion.

Gold. International Marketing & Advertising Awards. Best Use of Sponsorship.

Carbonfootyprint.com

Commended. International Marketing and Advertising Awards. England's Real Passion.

Gold. International Marketing and Advertising Awards. Ford.

Silver. International Automotive Awards. Land Rover, azizbazaar.com;

Bronze. International Automotive Awards. Land Rover. GoBeyond.com

Gold. OMNI Awards. Best website. Microsoft Unplugged.

Cannes Silver. Best use of Alternative Media. The Phobics Society.

Silver. Omni Awards. Best banner campaign. Land Rover.

Gold. Direct Response Awards. Copywriting. Accolade Computer Games.

Gold. Direct Response Awards.. Consumer Low Volume. Accolade.

Gold. British Direct Marketing Awards. Copywriting. Accolade.

Silver. British Direct Marketing Awards. Royal Bank of Scotland.

Gold. Institute of Sales Promotion. Consumer. Accolade.

Gold. Direct Response Awards. Low Volume. Microsoft.

Silver. John Caples Awards. Business to Business. Microsoft.

Silver. British Direct Marketing Awards. Fundraising, British Red Cross.

Silver. European Direct Marketing Awards. Fundraising. British Red Cross.

Gold. British Direct Marketing Awards. Fundraising. Scope.