

Iain H

Senior
Copywriter

Iain Harrison

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In brief

Highly experienced writer who's helped start-ups, SMEs and global brands to 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 equally diverse: from healthcare to finance and fintech, automotive, charity, tech, telecoms, FMCG, and more.

Experience

Manza / Senior Copywriter

Aug 2024 - May 2025, BRADFORD

- Lead on conceptual development, brand messaging and tone of voice work across a range of charity and financial clients.
- Produced site copy, emails/CRM, social campaigns, and video scripts.
- Developed A/B and multivariate tests to improve response and ROI.
- Facilitated client workshops and delivered client presentations.

Freelance / Senior Copywriter

Jan 2023 - Aug 2024, LONDON/HEBDEN BRIDGE

- Lead on high-level campaign development for *The Global Fund*, *WHO*, and *The Stroke Association* (*Infinity Communications, Healthcare, Geneva*).
- Responsible for 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 bespoke training for *M&C Saatchi's* HR Dept, helping them simplify and humanise staff communications, including legally-binding documents.

Eleven Miles / Head of Copy

Nov 2021 - Jan 2023, BOURNEMOUTH (remote)

- Responsible for leading the agency's copy output and delivering high-impact ideas for clients including *BT*, *Barbour*, *HSBC*, *first direct*, *Change Health*, *Accurist*, and more.
- Mentored writers at all levels via weekly team meetings and one-to-one coaching, helping to identify individual strengths and improve capabilities.
- Managed creative resourcing in tandem with the agency's Production Team.
- Strengthened ties between Planning and Creative, helping to improve consumer insights, proposition development, creative ideation and streamlining workflow.

iainhcreative LTD / Freelance Senior Copywriter

Aug 2011 - Nov 2021, LONDON, HAMBURG, PARIS, NY

- Established a successful freelance consultancy, winning long-term contracts at agency networks (*MullenLowe*, *OgilvyOne*, *Grey*, *Wunderman*, and *Impact FCB*), plus independents, startups and client-side roles.
- Quickly adapted to team dynamics, establishing trust and strong working relationships with internal and external stakeholders.
- Lead 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 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

- Hired to bring digital capabilities to this respected Pharma agency.
- Responsible for the day-to-day running of the Creative Department, including goal-setting and performance reviews for the writing team.
- Managed creative resourcing and established a trusted freelance network of medical and non-medical 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

- Responsible for pan-European digital campaigns for P&G brands (*Ariel, Head & Shoulders*), plus *Samsung*, and *Ericsson*.
- Developed integrated campaigns with partner agencies, *Landor* and *Saatchi X*.
- Managed 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 (HTW) / Digital Head of Copy

May 2003 - July 2007, LONDON

- Started freelance; hired full-time before my contract ended.
- Expanded the writing team with full-time hires and a pool of trusted freelancers.
- Drove inter-agency collaboration between 'Wunderman Interactive' and HTW.
- Secured award-winning, integrated projects from *Nintendo*, *Macmillan Cancer Relief* and *The Phobics Society*.
- Developed international campaigns on *Ford* with O&M, and *Land Rover* with RKCR.
- Represented the agency, and added to my CPD, by creating the world's first course on Writing for Digital Media at the Institute of Direct Marketing.

McCann-Erickson / Senior Copywriter

June 2001 - May 2003, MANCHESTER

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

Poulter Partners / Freelance Senior Copywriter

Nov 2000 - June 2001, LEEDS

- Started with a week's contract. Stayed for seven months, developing concepts and copy for *M&S Financial Services*, *William Hill*, *Schweppes*, and *ThermoLab Systems*.

Pre-2001 employment details available upon request

Education

User Experience Design Institute (UXDI) & Glasgow Caledonia University

Diploma in User Experience 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 Sponsorship.

Carbonfootyprint.com

Commended. International Marketing & 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.