

# Iain Harrison

## Senior Copywriter

Hebden Bridge, West Yorkshire

[www.iainhcopywriter.com](http://www.iainhcopywriter.com)

[iainhcreative@icloud.com](mailto:iainhcreative@icloud.com)

07360 001340

- ◆ Excellent conceptual, writing and client-facing skills. Fast thinker.
- ◆ Extensive experience of 360 pan-European and global campaigns.
- ◆ Currently two-thirds of the way through a diploma in User Experience Design at the UXDI/ University of Caledonia. A diploma in Content Design will follow. Never stop learning.

### Aug 24 Senior copywriter, Verge Digital, Bradford

**now** Came in for a day's freelance, and was offered a full-time role by the day's end. Responsible for concept development, brand articulation, long and short-form copy for websites, emails, A/B and multi-variant testing, social, scripts, client presentations and running workshops.

### Nov 21 Head of Copy, ElevenMiles, Bournemouth.

**Jan 23** Brought in to work across all accounts, mentor a team of writers, and help improve creative standards. Managed a small team of writers including seniors and juniors. Clients included British Telecom, Ericsson, Wejo, Barbour, HSBC, first direct, Change Healthcare, and Accurist.

### Aug 11 Freelance: M&C Saatchi, Infinity Comms (healthcare, Geneva), The&Partnership, MullenLowe,

**Nov 21** TBWA\Worldhealth, Paymentsense, Zone Digital, Seiden Healthcare (New York), GTB, Draft FCB (Hamburg), Stereo Creative, Syzygy, Grey, OgilvyOne, Atletico (Barcelona), Momentum.

All kinds of work for a broad range of clients spanning finance and FinTech, healthcare, tech, automotive and more. Work has involved running pitches and workshops, to writing CRM campaigns (with A/B and multi-variant testing), scripts, explainer videos, sales aids, social posts/campaigns and even speeches.

### Oct 10 Woolley Pau, Deputy Creative Director

**Aug 11** I was brought in to add digital skills to this respected Pharma agency. Sadly, a major client loss meant redundancy for about 30% of staff, including me. Clients included Smith&Nephew, Pfizer, Teva, & Curanail.

### Feb 09 Digitas / Digitas Health, Associate Creative Director

**Oct 10** Headed pan-European digital creative on P&G brands Ariel and Head & Shoulders. Managed and mentored juniors from initial briefing to final output, and performance development. Liaised on 360 campaigns with agencies including Saatchi X and Landor. I was the first creative hire of Digitas Health London, as ACD.

### Jul 08 Freelance

**Feb 09** Including time back at Wunderman on Ford, the re-launch of the Ka, and time at Altogether (WCRS' digital arm) as acting Creative Director.

### Oct 07 Tequila, Freelance Digital Creative Director

**Jul 08** Within three months of joining, I'd helped pull in £1 million of new business from Kempinski luxury hotels. The agency's annual new business target was £1.3 million.

### May 03 Digital Head of Copy, Harrison Troughton Wunderman London

**Sep 07** Clients included Ford, Land Rover, Microsoft, Motorola, Macmillan Cancer Relief and Hotels.com. I grew the agency's writing capacity and helped maintain high, award-winning creative standards. Successfully pitched for Nintendo, Macmillan Cancer Relief, Hotels.com, The Phobics Society, and Morgan Lovell.

**Jun 01 McCann Erickson, Manchester, Freelance**  
**May 03** Peugeot, Sainsbury's Bank, C.P. Hart, Consumer Credit Counselling Service

**Nov 00 Freelance, Poulter Partners, Leeds**  
**Jun 01** M&S Financial Services, William Hill, Schweppes, ThermoLab Systems

**Jun 97 J Walter Thompson, Manchester**  
**Nov 00** Jaguar, Kraft General Foods, Shell, Alton Towers, TNT, .comdirect)

**Sep 95 Ogilvy & Mather Direct (OgilvyOne), London**  
**Jun 97** IBM, The Times, Netcom, British Philatelic Bureau, BUPA

**Jul 95 GGT Direct, London, Freelance**  
**Sep 95** Royal Bank of Scotland, RAC, The Daily Telegraph.

**Dec 94 Chiat/Day (St Lukes), London, Freelance**  
**Jul 95** Nickelodeon, Midland Bank.

**Apr 94 Impact FCA! London.**  
**Dec 94** Accolade Computer Games, Lever Bros, CAFOD, BTEC, Marriott Hotels

**Nov 91 Ogilvy and Mather Direct, London**  
**Apr 94** Microsoft, IBM, Compaq, National Geographic, British Gas, Save the Children

**Aug 88 Chapter One Direct, Gloucestershire**  
**Oct 91** British Red Cross, Radio Rentals, North West Bank, Scope, Plan

## Awards

International Automotive Advertising Awards. Gold. Land Rover. England's Real Passion.  
International Marketing and Advertising Awards. Gold. Best Use of Sponsorship. Carbonfootprint.com  
International Marketing and Advertising Awards. Commended. England's Real Passion  
International Marketing and Advertising Awards. Gold. Ford.  
International Automotive Advertising Awards. Silver. Land Rover. azizbazaar.com Bronze. Land Rover. GoBeyond.com  
OMNI Awards. Gold. Best website. Microsoft Unplugged.  
Cannes. Silver. Best use of alternative media. The Phobics Society.  
Omni Awards. Silver. Best banner campaign. Land Rover.  
Direct Response Awards. Gold. Copywriting. Accolade Computer Games.  
Direct Response Awards. Gold. Consumer Low Volume. Accolade.  
British Direct Marketing Awards. Gold. Copywriting. Accolade.  
British Direct Marketing Awards. Silver. Royal Bank of Scotland.  
Institute of Sales Promotion. Gold. Consumer. Accolade.  
Direct Response Awards. Gold. Low Volume. Microsoft.  
John Caples Awards. Silver. Business to Business. Microsoft.  
British Direct Marketing Awards. Silver. Fundraising, British Red Cross.  
European Direct Marketing Awards. Silver. Fundraising. British Red Cross.  
British Direct Marketing Awards. Gold. Fundraising. Scope.