

# leerowlett

scriptwriter/copywriter

## ABOUT ME

**EXPERIENCE:** 9 YEARS + AGENCY and DIRECT CLIENT

**MEDIA:** PRESS, DM, FILM, WEB and RADIO

**SPECIALISMS:** CONCEPTS, BRANDING, SCRIPTING and LONG COPY

**SECTORS:** ENTERTAINMENT, TRAVEL, AUTOMOTIVE, TECHNOLOGY, SOCIAL MEDIA, INTERNAL COMMS, LEISURE, LOGISTICS, FMCG and PROPERTY

**PROGRAMS:** WORD, PAGES, IN DESIGN, KEYNOTE, PHOTOSHOP, FINAL CUT and FINAL DRAFT

## WHERE I'VE BEEN

**BARTLE BOGLE HEGARTY UK - Lead Copywriter:** May 2012 - February 2013

Nature of work: Providing advertising copy and concepts for key clients, leading copy-based projects, working closely with Creative Directors, helping in the development of junior writers, writing and directing radio commercials. Clients included: British Airways, Audi, Whitbread, RAC and Virgin Media.

**FREELANCE - Senior Copywriter/Scriptwriter:** January 2010 - May 2012

Nature of work: Providing conceptual copy, script writing, and creative consultancy services for agencies and clients direct. Recent clients include: Google, GE, Manchester United FC, PayPal, DHL, Childline, TNT Magazine, Top Deck Travel, Bank Muscat, Bacardi, Pacific Recruitment, Beyond Digital, Wired Brands UK.

**MAVERICK ADVERTISING AND DESIGN - Senior Copywriter:** June 2006 - January 2010

Nature of work: Collaborating with Art Directors to create everything from global advertising campaigns, online content, long copy print work and film scripts, to internal coms, events, guerilla, viral and journalism. Clients included: DHL, Findus, Discovery Channel, Bacardi, Red Bull, Merrill Lynch, KFC, Monilink and new David Beckham-backed luxury Brazilian resort Cabo Sao Roque.

**ROXY FILMS/DS PRODUCTIONS - Freelance Screenwriter-** November 2005 +

Nature of work: Commissioned to write comedy/drama feature screenplays by London/Dublin indy production companies.

**GWR/GCAP RADIO GROUP (NOW HEART) - Creative Writer:** November 2002 - May 2005

Nature of work: Liaising with key clients, training new writers, writing and producing successful, award-winning radio commercials for a diverse range of local and national clients. Clients included: Mercedes, McDonalds, and BMW.

**MCCANN ERICKSON CENTRAL - Trainee Copywriter:** January - October 2002

Nature of work: Extended work placement as Conceptual Copywriter for McCann-Erickson Central, working with award-winning Art Director. Clients included: Volvo, Coca-cola, Big Yellow Self Storage, VW, Transco, McCann-Barkers PR and Powerhouse.

## EDUCATION

University of Central Lancashire: 2:1 Degree in Audio Visual Media Production with Screenwriting

## INTERESTS

Travel, photography, world film, F1, football, tennis, flying and running



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