

Bryan here! I'm a copywriter, journalist, scriptwriter, comedy writer, story writer, and Post-It® writer. I specialise in beauty, fashion, health & wellness and culture, and I've worked with some awesome clients over the years, from start-ups to Fortune 500 Companies. I'm always up for opportunities to turn big ideas into awesome realities using razor-sharp strategy and engaging content. Nothing gets results like beautifully-crafted brand storytelling, so let's roll up our sleeves and get to work telling yours.

## KEY SKILLS

Copywriting | Content | Branding | Creative Direction | Strategy | Advertising | Marketing

## WORK EXPERIENCE

### 2018–PRESENT HEAD OF COPY | VALLISTER | LONDON, UK

- Use brand-level thinking to create engaging content for lifestyle and technology brands.
- Coordinate strategy and delivery with copy and design teams.
- Liaise with stakeholders in marketing and compliance to identify key USPs and develop creative solutions for ATL/BTL advertising campaigns.
- Target audiences in Europe, Latin America, Asia and the Middle East.
- Recent projects include the UK launch of European fintech company Vestle.

### FREELANCE COPYWRITER & BRAND STRATEGIST | LONDON, UK

- Work with clients to ideate concepts and develop unique, evocative content.
- Focus on beauty and wellness, fashion, arts, lifestyle, luxury, NGOs and charities, pop culture, e-commerce.
- Brand activation, pitches, social media, content strategy, competitive analysis, digital marketing, brand journalism, creative fiction, blog posts and SEM/SEO.
- Key projects include the launch of NUDESTIX Cosmetics, TULA Skincare, Campari Group Spirithèque, TIMEX Group GG S.1 Automatic Watch, Lamborghini website and editorial content for *Monocle* Magazine.
- Key beauty/wellness brands include DECIEM, ZO Skin Health, SkinCeuticals, Medik8 and Venus Concept.
- International clientele includes UK, USA, the Middle East, Italy, France, and Germany.
- Worked within creative teams at such global agencies as Wunderman Thompson and Ogilvy.

### 2013-2018 COPYWRITER | GVC (bwin.party DIGITAL ENTERTAINMENT) | LONDON, UK

- Chief wordsmith for CRM content, ATL and BTL campaigns, and social media for retention/conversion.
- Conceptualised and produced engaging content, video advert scripts, taglines and digital/print marketing.
- Adapted tone of voice to fit the various brands and target audiences including Foxy Bingo and PartyPoker.

### FREELANCE COPYWRITER-STRATEGIST | SOUTER/PARTNERS | NEW YORK, NY USA

- Brand positioning and revitalisation projects focused in beauty, luxury, and art and culture sectors.
- High-level copy, elevator pitches, identity statements, tag lines, launch materials and video content.
- Key projects include Givenchy, Rimmel London, American Ballet Theatre, Dubai Design District, K-Swiss, Getty Museum, Issey Miyake.

## 2012 CONTENT DIRECTOR | MACY'S LookOUT FASHION CAMPAIGN | New York, NY USA

- Created editorial content and strategy for Macy's-sponsored fashion campaign with *OUT Magazine*.
- Conceived and styled all looks for photo shoots and video production.
- Wrote all onsite copy, promotional emails and adverts for digital and print media.
- Worked with key brands including Calvin Klein, Polo Ralph Lauren, Levi's, Diesel, Kenneth Cole and Lacoste.

## 2010-2012 MARKETING STRATEGIST & COPYWRITER | FRESHPAIR | NEW YORK, NY USA

- Led marketing team to develop ATL and BTL creative solutions for merchandising and promotions.
- Organised marketing plan for National Underwear Day including digital and social media content, public outreach and TV appearances.
- Created all on-site copy including advertorial content, CRM copy, SEM and product descriptions.
- Managed in-house public relations department.

## 2006-2010 FASHION & BEAUTY EDITOR | BLACKBOOK MAGAZINE | NEW YORK, NY USA

- Directed fashion, beauty, and accessories markets including domestic, European, and men's and women's for one of NYC's hippest downtown indie art/culture/fashion magazines.
- Conceptualised trend and feature pages, editorial content and produced and styled photo shoots for print and digital.
- Produced beauty trend pages for print, as well as exclusive digital content.
- Established excellent relationships with fashion and beauty public relations representatives.
- Collaborated with marketing and advertising departments to produce promotions and advertorials.

## 2004-2006 EVENTS SPECIALIST | ESTÉE LAUDER COMPANIES | NEW YORK, NY USA

- Brand ambassador for prestige brands Crème de la Mer and Jo Malone.
- Produced informative brochures, training manuals and editorial content for print and digital.
- Planned and assisted with promotional events in New York City region.
- Collaborated with major retail doors including Bergdorf Goodman and Saks Fifth Avenue.

## EDUCATION

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2004 B.A. English/Creative Writing, Fairleigh Dickinson University

## HOBBIES & INTERESTS

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Comedy writing, improv and sketch comedy, proud tenor 1 in the London Gay Men's Chorus, yoga, languages, vintage Nintendo.