



BRENDAN_Reid

Conceptual Copywriter/Communications Manager

Believe + achieve: Personal statement

Despite studying Business and Finance, I still ended up as a copywriter.

Starting out in Manchester, UK in 1995 and after that, also working in London, Sydney and Dubai as well as Amsterdam. Consistently with Top 5 agencies, I have had the opportunity to work online and offline with some of the world's biggest brands including Sony, Ford, Apple, Coca Cola, Guinness and Nescafé, among others.

Skills + expertise:

Copywriting (10+ years) **Creative Direction** (10+ years) **Concept Development** (10+ years)
Corporate Branding (10+years) **Creative Strategy** (10+ years) **Interactive Advertising** (6+ years)
Management (10+ years) **Marketing Communications** (10+ years) **Public Relations** (10+ years)
Radio (10+ years) **Social Media Advertising** (5+ years) **Social Media Marketing** (10+ years)
Video(10+ years) **Brand Architecture** (10+ years) **Ambient Media** (10+ years) **Outdoor Advertising**
(10+ years) **Integrated Marketing** (10+ years) **Social Media Management & Experiential** (5+ years).

Love + laughter: Employment History

Jun 2017 – Present **Transperfect** (Freelance Copywriter)

Clients: AXA (Hong Kong), Avis, Heineken, Calvin Klein, Swatch and Wrangler Jeans

Duties:

- **Provide blog posts, landing pages, style guides and product descriptions**

May 2016 - May 2017 **ACN Europe** Amsterdam (Senior Communications Manager - 1 year contract)

Clients: Virgin Media, KPN, Verisure, JOi Telecom and ACN Select

Duties:

- **Provide copy and concepts to communicate new offers and promotions to our sales people for clients such as Virgin Media, JOi Telecom, KPN and First Utility among others**
- **Write and manage all the communication for the Benevita and Aluminé brands, their website and their e-commerce shop.**
- **Utilize social media and strategic planning In order to continue building the ACN brand**
- **Also use the above tools to add value for our salespeople and stimulate engagement**
- **Wrote blogs on training material, industry news and updates**
- **Produced all event collateral including videos, emails and social media posts**
- **I also contributed the majority of the articles for the most recent edition of Momentum Magazine, which sold out at the ACN International Training Convention in Rotterdam**
- **Worked backstage at events to ensure operations ran smoothly**

Oct 2015 - Jan 2016 Bestseller Amsterdam (Senior E-Commerce Copywriter - 3 month contract)

Clients: Jack & Jones, Only, Vero Moda, Noisy May, Bianco and Vila

Duties:

- **Defined Bestseller's tone of voice**
- **Advertised Apps for Bestseller's online stores**
- **Re-wrote customers emails in the new tone of voice**
- **Re-wrote the customer journey in the new tone of voice**

Sept 2013 - Jun 2015 Avant Communications Dubai (Creative Director)

Clients: Caparol, Pacific Controls, Mammut, Merck Serono, EGA and Inc.

Duties:

- **Led a creative department of twelve**
- **Worked to raise the creative bar**
- **Inspired the team beyond simply getting the job done**
- **Encouraged the team to put the big idea before the execution**
- **Spread the philosophy behind this being that if the big idea is 'big enough', it can be translated across any medium, adding greater value to a client's campaign**
- **Brought in initiatives that are designed to get the agency as a whole thinking more creatively. The objective here was to get people to see how even the most seemingly mundane job can be brought to life with a creative twist**
- **Our pitch wins stood at around 75%, incumbent clients increased spend and more project clients moved onto a retainer basis**
- **Alongside other duties, I was expected to present to current, new and prospective clients, while ensuring that all work met the required creative standards**

Feb 2012 - Jun 2013 Publicis Dubai (Senior English Copywriter)

Clients: Renault, Nescafé, AXA, MAGGI, Duracell, Chrysler and Nokia.

Duties:

- **In this role, if it involved copy, it involved me. I presented work to clients, including pitches and cred presentations for new business**
- **I also managed other copywriters and produced copy and concepts for TV, web, radio, press, posters and more**

Jun 2008 - Feb 2012 Cue Advertising & Events Dubai (Senior English Copywriter)

Clients: African and Eastern, Stella Artois, Guinness, Wheels Magazine, Ultimate Motors, Avanti Holdings, Acico, Leading Food Concepts.

Duties:

- **Cue was a freelancing agency that worked on behalf of other ad agencies and private clients**
- **It covered the full range of 360-degree creative services from conception to completion**
- **This allowed me to diversify my skills beyond my original function of copywriting into account management and planning**

Oct 2005 - Feb 2008 Fortune Promoseven McCann Dubai (Senior Copywriter)

Clients: Sony, Heineken, Heinz, Coca Cola, Nescafé and Hewlett Packard.

Duties:

- **This role involved presenting work to agency clients as well as doing creds and pitch presentations for new business**
- **I also managed other creative teams and produced copy and concepts for TV, radio, web, press and posters**

Jan 2004 - Oct 2005 **Grey Worldwide/G2** Dubai (Senior Copywriter)

Clients: GSK, P&G, British American Tobacco, Bridgestone, Nokia, Standard Chartered Bank, Amapharm, Wafi City and The One.

Duties:

- **Managed a junior copywriter**
- **Producing concepts for TV, press, posters, and websites. This also involved liaising with account handlers as well as pitching and presenting to clients**

Dec 2002 - Dec 2003 **Lowé Hunt** Sydney, Australia (Senior Copywriter)

Clients: Vodafone, Jack Daniel's, Southern Comfort and Subaru.

Duties:

- **Working with various art directors to provide copy and concepts for press, posters, DM packs, ambient media and websites**

Feb 1997 - Dec 2002 **Carlson Marketing Group** London (Mid-weight Copywriter)

Clients: Citroen, UDV, Scottish Courage, British Airways, Yellow Pages, Eurostar and KLM.

Duties:

- **Managed a junior team along with my art director**
- **Produced copy and concepts for press, DM packs, radio, brochures and sales promotion**
- **Also worked on pitches and presented to clients**

Previous experience can be provided if necessary.

Interests:

I really enjoy watching live comedy, whether it's stand-up, improvisation or sketches. I also like chilling out with friends, going to good restaurants, the movies and reading. Above all else though, my real passion is the football team I support. It is an unwavering devotion that seems to be strangely unaffected by their performances on the pitch.

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