



---

## PORTFOLIO & CONTACT

---

-  [www.jimhoodless.co.uk](http://www.jimhoodless.co.uk)
-  [jim\\_hoodless@hotmail.com](mailto:jim_hoodless@hotmail.com)
-  07739 459973
-  [www.linkedin.com/in/jimhoodless](http://www.linkedin.com/in/jimhoodless)

---

## PROFESSIONAL OVERVIEW

---

A Copywriter by happy accident, a Senior Creative Copywriter by craft and graft. Once, just a barman from Bexleyheath (briefly a hopeless accountant), I discovered the art of copy from the postroom.

Now, I revel in tackling new briefs and different brand voices. Lager or luxury motors. Telecoms or teen make-up. I help balance analysis with imagination to understand their challenges and find solutions through words and ideas.

I'm multi-disciplined too. Creating everything from billboards to brochures, on-pack to animation.

---

## CORE SKILLS

---

- ✓ Idea generation and concept development
- ✓ Long and short form writing
- ✓ Tone of Voice and Brand Guideline development
- ✓ Mentorship and management of team members and freelance resource
- ✓ Ability to manage multiple projects
- ✓ Presentation and workshop experience to board level – in-agency and with clients

---

## EXPERIENCE

---

**SENIOR CREATIVE COPYWRITER (FREELANCE)**  
**WUNDERMAN THOMPSON | CONRAN GROUP | KEKO**  
**ST. FRANK'S | AGENCY INC | VCCP CX | MSL | RAPP**  
**VMO2 | AML | ITG | HASTINGS DIRECT | PIZZA EXPRESS**  
April 2020 – Present

Copy and strategy development as required: Web and CRM copy for O<sub>2</sub>, Mercedes-Benz and Hastings Direct; TTL campaign creation for Applaws, DM for British Heart Foundation; Full-service copy for Bentley Motors and Pizza Express; Instore comms for Cancer Research etc.

---

### LEAD WRITER (UK) XERO ACCOUNTING SOFTWARE

Nov 2018 – April 2020

Took responsibility for all TTL marketing copy in the UK including OOH, press and radio. Developed UK TOV and directed other departmental writers on best practice, while selecting and managing freelancers. Collaborated on UK and global TVC.

---

### SENIOR CREATIVE COPYWRITER (FREELANCE)

**SPACE | PUBLICIS CHEMISTRY | VCCP ME | NAMICS |**  
**SAPIENT RAZORFISH | HAYGARTH**

Nov 2014 – Nov 2018

Among others, launched Lufthansa's 'Book a Group' service and Arla's 'White Wednesdays' campaign. Worked as a team on Sky DM and Compare the Market 'Meerkat Wednesdays' launch.

---

### SENIOR COPYWRITER THE MARKETING STORE

March 2013 – Nov 2014

Took the lead on McDonald's Youth (UK), including 'Happy Meals' and 'Happy Readers'. Developed concept and copy from on-pack to online entry and microsite for McDonald's 'Prize Vault' Monopoly 2014.

Devised 'Reward your Thirst' promotion for Britvic PepsiCo and Wimbledon promo for Robinsons. Collaborated on POS, DM and eCRM for Vodafone. Plus, in-store signage for Sainsburys and more.

---

### COPYWRITER LIDA / M&C SAATCHI

Sep 2012 – March 2013

Lead eCRM Writer for O<sub>2</sub> Priority and Mini, overseeing emails and social posts. The telecoms brand also required DM, eDM and SMB comms, including the launch of 'Priority Moments in Life'. Worked in an Art/Copy team to deliver IKEA's 'Big Two-Five' online and in-store.

---

---

## TESTIMONIALS

---

### *Colleague*

"Jim is conceptually gifted with the words to match."

Gareth Butters, Creative Director  
Leo Burnett

### *Boss*

"Jim is as adept at concept generation as he is at writing compelling long copy"

Mike Cavers  
Executive Creative Director (retired)

### *Client*

"Jim's great. Super creative, funny, and easy to work with. Brilliant at what he does."

James Morgenstern, Founder  
Solved

---

**References provided upon request**

---

## EXPERIENCE (CONT.)

---

### SENIOR CREATIVE COPYWRITER (FREELANCE) LIDA | THE MARKETING STORE | LEAGAS DELANEY | MESH | SAATCHI & SAATCHI X

Feb 2010 – Sep 2012

Assorted roles, including those that led to permanent positions at LIDA and The Marketing Store. Other projects varied from Facebook page takeovers for Skittles to a Times Square takeover for Tourism Ecuador.

---

### DIGITAL & SALES PROMOTION COPYWRITER CHEMISTRY COMMUNICATIONS

Nov 2008 – Feb 2010

Lead writer on all digital comms for Orange from rich media banners to eCRM to animated MMS. Frequently took the lead on DM too. Accepted additional responsibilities based around sales promotion for Plenty, Charmin, Velvet, Diageo, and Aviva.

---

### CONCEPTUAL COPYWRITER JOSHUA-G2

Dec 2006 – Nov 2008

Primarily in an Art/Copy team – conceptualised and delivered award-nominated DM for Help the Aged, global press and outdoor for Kiwi shoe care, won Nokia pitch and launched handset Europe-wide and developed style and TOV for M&G Investments.

---

### CREATIVE COPYWRITER (FREELANCE) JOSHUA-G2 | WOO | PULSE | IRIS

July 2006 – Dec 2006

Brief period of freelance.

---

### CREATIVE (COPY) IRIS

May 2005 – July 2006

On my return from backpacking, became sole writer in a design-led team of five. Owned concepts for Disney Cinemagic TVC, Wonderbra Tour, Miss Sporty website and various Sony Ericsson promotions.

---

### COPYWRITER BD-NTWK

Feb 2003 – July 2004

In an Art/Copy team took brand ownership of Carling, launched 'Love Football' and its promotions, 'Homecoming' and 'London Carling' music events. Also developed all online material for 'MyCokeMusic', in-store launch of Orange Wednesdays and various POS.

---

### FACILITIES ASST. | CREATIVE JUNIOR | JUNIOR WRITER THE MARKETING STORE

July 2000 – September 2002

Where it all began...

Learnt the ropes of various roles from the postroom, while gaining an ISP diploma. From there, promoted into Creative to assist with small copy jobs, cutting, sticking and basic design. Narrowed focus to copy and video editing. Contributed to several award-winning promotions.