

Jackie Warner, Writer

Words handpicked from the finest English dictionaries

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My Story:

I'm an American, living in the UK since 2003. I've got loads of writing experience – 25 years' worth, in fact. In the U.S., I worked in advertising. Here, in a design agency. I love doodling ideas just as much as crafting copy. My first job? Jr. Art Director. I wanted to tell the stories I was designing, so I switched to copywriting.

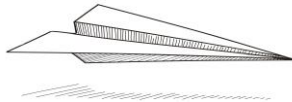
Skills:

Creative and strategic thinking
Copywriting (print, email, long-copy or short, broadcast)
Obsession with grammar
Content writing
Sharp eye for proofreading

Experience:

June 2005 – present

*H2O Creative
Writer*



A design agency with offices in Oxford and Leeds, with a client list ranging from global brands to SMEs. brands to SMEs.

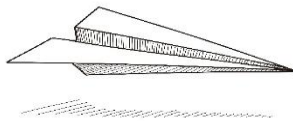
Clients include or have included Harley-Davidson; Mercedes-Benz Finance; CPP; Sophos security IT; Unipart Group.

Role involves contributing creative ideas to development of campaigns; writing copy for digital and print; sourcing freelance writers when needed; and content writing.

Highlights of results:

- T Mobile Fonesafe Insurance: Created fun, quirky sales support materials to help call centre and especially retail staff achieve 'sticky sales', thereby avoiding cancellations. The materials helped T-Mobile staff sell 375,000 policies, creating £17.2m in revenue. When

queried after purchase, 80% said they were happy with the insurance, 76% felt it was good value for money, and 84% said it gave peace of mind, proving that sales staff were selling the product correctly.



- Mercedes-Benz Finance: DM piece targeted at finance holders to take up Mercedes-Benz Motor Insurance achieved a 7% response rate. (Direct mail for M-B Finance regularly achieved a 3-4% response rate.)
- Sophos IT security: Targeting network managers of schools & colleges, an ongoing email campaign ('Release your inner geek') cost the client £30,000 and has achieved £400,000 in pipeline revenue. Our free 'geekopedia' download – tips and advice for IT network managers – has been so successful that it's being rolled out worldwide.

Freelance

August 2003 – June 2005

Moved to UK from US in August 2003 and continued working with American advertising agencies. Projects included work for the financial sector, both B2B and consumer.

Aug. 1991 – Feb. 2002;
Oct. 2002 – March 2003

Crowley Webb & Associates
Associate Creative Director

A creative hot shop in Buffalo, New York with a client roster of national and regional brands.

Role involved developing ideas and writing press and magazine ads, radio and TV spots, outdoor, etc. Managed staff of copywriters and worked closely with account handlers and planners to determine strategies.

Clients included the financial, healthcare, charity, fashion, and homeware sectors, and 'mature' markets.

Feb. 2002 – Sept. 2002

Wolf Group
Associate Creative Director

Advertising agency in Toronto, New York City, Buffalo and Atlanta, with sales revenues of \$37m in 2002.

Role and responsibilities the same as above. Clients included HSBC Bank and Kodak.

1987--1991

MacDonald Boyd White
Copywriter & Senior Copywriter

A creative boutique in Boston, Massachusetts.
Wrote for retail, leisure and property development sectors.

Education

Ringling College of Art & Design, USA
West Georgia University, USA
Georgia State University, USA

References

Available on request

Portfolio

You can view some of my work here:
www.jackiepwarner.com

