

Simon White

Freelance Copywriter
& Creative Director
www.thewhitewords.com

DOB 24.12.68

Working for large and small agencies, I have written copy and concepts for consumer advertising (cinema, tv, radio, press, outdoor, digital, social), b2b advertising (specialist & trade press and online), video and film, direct, websites, brochures and collateral, brand and corporate ID. I've had ideas and written copy for just about everything a brand can do to promote itself.

I was Creative Group Head at Proximity London until summer 2003 when I left to go freelance. In between freelance and other writing I was Creative Director at Promodus between 2006 & 2007, and Creative Director at RLA between 2012 & 2018, where I headed a department of a dozen.

In addition to marketing and advertising materials, I have also written features, reviews, fiction, and sport, including a screenplay, short stories, and two books on cricket *The effing c-word*, and *Quick Singles*, and a weekly national column for *The Cricket Paper* between 2012 and 2015.

Marketing experience by sector

Automotive, Fuel & Oil: AA, ATS, Bentley, BMW/Mini, BP, Caterham, Daimler Chrysler, Fiat (FCA), Jet, National Car Rentals, Peugeot Citroen (PSA), Scania, Shell, Volkswagen Cars, Volkswagen Commercial, Volvo Cars.

Communications & Technology: 3 Mobile, BT, BT Cellnet, Carphone Warehouse, Hitachi, NEC Mobile Phones, O₂, Panasonic Mobile Phones, Talk Talk, TNT Post, Vodafone, Yellow Pages.

Press, Media & Publishing: Associated Newspapers, BBC TV, British Digital Broadcasting, Channel 4 TV, DAB Digital Radio, FT, Setanta Sports TV, Thomson Reuters, Virgin, Waterstones, WH Smith.

FMCG & Alcohol: Sainsbury's, Argos, Mars, Douwe Egberts, Walkers, Nivea, Wella, Organix, House of Dorchester, Scottish Courage (Fosters, John Smiths, Strongbow), Beefeater Gin.

Finance: Alliance & Leicester, Aviva (Norwich Union), AXA, The Commonwealth Bank of Australia, Credit Suisse, HSBC (UK), ICAEW (Institute of Chartered Accountants in England and Wales), Reuters, Standard Life, Zurich.

Property & Hotels: Berkeley Homes, Crowne Plaza Hotels, Posthouse Hotels, Your Move.

Government & QUANGO: CITB (Construction Industry Training Board), DETR (Department of Energy, Transport and the Regions), DTI (Department of Trade and Industry), NHS Stop Smoking, Ordnance Survey, People First, Royal Mail, South West Tourism, Visit England.

Charity: ActionAid, Cancer Research UK, Hampshire Care, RNLI, RSPCA, Save the Children.

Marketing & Advertising Awards

2 x **SPCA**, 2 x **ISP**, 1x **IPA**, 1 x **Creative Circle**

River's Edge, West Park Lane, Damerham, Fordingbridge, Hampshire, SP6 3HB
t: 01725 518047 m: 07917 301331 e: siwhite@email.com
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Full Time

Clarke Hooper (London) 1998-2000 **Copywriter**

Associated Newspapers, British Digital Broadcasting, BT, BT Cellnet, DAB Digital Radio, DTI (UK Government: Department of Trade and Industry), Douwe Egberts, Jet, Volvo, Wella, Yellow Pages

CHM (London) 2000-2001 **Senior Copywriter**

Bosch, BT, CITB (Construction Industry Training Board), The Commonwealth Bank of Australia, Daimler Chrysler, DETR (UK Government: Department of Energy, Transport and the Regions) Ordnance Survey, Posthouse, Qualcast, Scottish Courage, Walkers, Volvo

Proximity London (London) 2001-2003 **Creative Group Head**

Alliance & Leicester, Bentley, BBC, BT, FT, Mars, NEC Mobile Phones, O₂, Panasonic, Royal Mail, RNLI, Sainsbury's, Save the Children, Shell, Stora Enso, Volkswagen

Promodus (London) 2006-2007 **Creative Director**

Adams Kids, Argos, AXA, Carphone Warehouse, Credit Suisse, Hitachi, National Farmers Union, Parcelforce, RSPCA, Wesleyan, Your Move

RLA (Bournemouth) 2012-18 **Creative Director**

Volkswagen, Scania, Peugeot Citroen (PSA), Fiat (FCA) Volvo, BMW, Groovy Food, TNT, Salisbury, Hampshire CC

Selected Freelance

Summer Communications (now Paufley) 2003-2005
CITB, hSo, London Borough of Kensington & Chelsea,

CHI 2004
Carphone Warehouse, Talk Talk

Steam 2005
Scottish Courage (Fosters, John Smiths & Strongbow)

One Deep Breath 2006-12
NHS; various Quit Smoking initiatives

Space 2007-12
Nivea, South West Tourism, Visit England, BiC

Channel 4 Television 2007-9
Direct to client – email web and engagement

Marketing Matters 2008-2010
Standard Life, PremiAir, Camper & Nicholsons

Astute Marketing 2008-10
Virgin Media Business, eSellerPro

Bright Blue Day 2008-
3 Mobile, Zurich, ActionAid, Cancer Research UK

Halo Design 2010-
House of Dorchester, Haven, Organix

TMW 2010-
Sue Ryder, Vodafone

Razorfish 2010-
Open Digital Services, Unilever

Sideshow 2010-
ATS, Best Buy, BT, HSBC

Thinking Juice 2018-
Williams, Roberts

RT Brand 2018-
Thomson Reuters

Fathom 2018-
Cobham

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t: 01725 518047 m: 07917 301331 e: siwhite@email.com

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