



FRED QUICK

SENIOR COPYWRITER

As someone who has years of experience across both digital and print publications, I bring a passion for all things editorial to my work.

CLIENTS

- Philips
- Heineken
- Volkswagen
- Scotch & Soda
- Swatch
- Booking.com
- Bang & Olufsen

SKILLS

- Campaign Planning
- Concept Creation
- Brand Guidelines
- SEO/SEA
- CMS
- Google Analytics
- Asana

CONTACT DETAILS

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ABOUT ME

I am a Senior Copywriter with over nine years of experience as a Copywriter, Editor and Project Manager. As an English Literature graduate and native English Editor, I produce quality copy for market-leading clients and guide them on brand and channel-specific communication styles.

PROFESSIONAL EXPERIENCE

Senior Copywriter, Valtech, 2021 - Present

As Senior Copywriter for Valtech (a global digital agency) I create engaging copy for the digital and social campaigns of a wide variety of clients. Based on the strategic goals and business needs of these clients, I also create strategy and production plans. Helping clients establish a tone of voice so the right brand message reaches the right audience is a key part of my role.

Content Manager, PPHE, Amsterdam, 2019 - 2021

As the Content Manager for PPHE I led the vision, strategy and execution of our online content roadmap. Managing a team of in-house content editors, I oversaw the creation of website content, social media, e-mail marketing and campaigns. I also managed the processes around content creation, including stakeholder management, measuring content effectiveness and optimising content based on analysis.

Creative Content Manager, TransPerfect, Amsterdam
2017 - 2019

As the Creative Content Manager for Transperfect Amsterdam, I created high-quality copy in line with our client's needs. The role included writing blog posts, product descriptions, style guides and script writing, as well as SEO and UX copywriting. My client list included Heineken, Scotch & Soda and Swatch.

Copywriter & Content Editor, Quintessentially, London
2012 - 2017

My role focused on creating and editing content for Quintessentially's print and online magazines, global newsletters, city guides and sister companies. I worked closely with the digital marketing team to drive traffic via SEO and Google Analytics. Sub-editing and publishing submissions from the editorial team and freelancers was a key responsibility.

PORTFOLIO

fredgquick.journoportfolio.com

EDUCATION

University of Newcastle 2005 - 2008

BA (Joint Honours) English Literature and Classics