

COLETTE EATON

CREATIVE COPYWRITER

CURRENTLY CRAFTING COPY FOR SAMSUNG 🙌

London | +447837894744 | colette.eaton@googlemail.com

Portfolio: coletteeaton.journoportfolio.com

EDUCATION

COLLEGE OF MEDIA & PUBLISHING | Copywriting Diploma: Distinction – 2021

THE UNIVERSITY OF YORK | Writing, Directing and Performance - 2012

TOP SKILLS & QUALITIES

- **Conceptual Thinking**
Inspiring Clients and Consumers
- **Broad Copy Experience** Spanning Long and Shortform in Traditional and Digital Channels
- **Team Oriented** Partnering with Design and Strategy to Create Holistic Campaigns
- **Selling Ideas**
Delivering Engaging Client Presentations
- **Pushing Boundaries**
Whilst Working Within Narrow Parameters
- **Maintaining TOV & Brand Structure**
Working Across Multiple Accounts to Tight Deadlines
- **Multichannel Communications**
Across Global and Local Audiences
- **Solution Focused**
Finding the Ideal Middle Ground for Creatives, Clients & Accounts
- **Balancing Copy & Design**
Creating Impactful, Highly Converting Communications

EXPERIENCE

CREATIVE COPYWRITER | MX CREATIVE FOR SAMSUNG ELECTRONICS

OCT 2023 – CURRENT

Creative Copywriter for core, in-house team at one of the world's largest electronics brands

- Conceptual creation for retail, digital and OOH campaigns
- Developing in-app promotional touchpoints across high-profile Samsung applications such as Samsung Pay and Wallet.
- Crafting a new TOV for Samsung Handhelds, as part of a new brand identity
- Developing playbooks and client decks for Companywide and network consumption

KEY ACHIEVEMENTS:

- Concepted and developed a major OOH for Flagship store launch at White City
- Crafted copy and tonality for the newest handset launch, reaching a global audience through digital, social and OOH activations

CREATIVE COPYWRITER | LIVE & BREATHE

FEB 2023 – OCT 2023

Lead Copywriter for a purpose built, CX team working over 7 global FMCG brands as well as supporting work for highly visible retail campaigns for World Duty Free, Felix, Morrisons, Mastercard and Carlsberg

- Ideation and delivery of customer experience and brand activations spanning disruptive campaigns to retail touchpoints
- Creating experience platforms that align consumer lifestyle to brand
- Developing highly visible repositioning campaigns rolled out over multiple markets
- Building brand playbooks and client decks to unify output and distill the brand world for further delivery
- Collaborating in a wider network of agencies to create logic-linked, multi-channel 360 campaigns

KEY ACHIEVEMENTS:

- Produced 7 concurrent repositioning campaigns for Imperial Brands incorporating fully integrated touchpoints and developing new, respective TOVs
- Concepted and built the biggest brand activation in the Imperial Portfolio with 'Let the Players Play'
- Delivered a purely virtual activation for Mastercard omnichannel campaign, with the first Metaverse Pride Parade
- Onboarding and overseeing new creatives to the account as lead point of contact between directors and the creative teams

JUNIOR COPYWRITER | BBDO GERMANY

SEP 2021 – FEB 2023

Creative Copywriter working across multiple global accounts and brands including Bugatti, Imperial, Porsche and Amazon Marketplace

- Partnering with design and taking a lead in conceptual development across digital/physical touchpoints and experiential activations
- Translating brand positioning into engaging retail copy
- Creating persuasive toolkit decks to detail concepts and output for client
- Presenting concepts and toolkits to clients digitally and in person
- Producing scripts and storyboards for brand animations and working alongside to cast and direct voiceover work
- Aligning with design to develop concepts with huge visual impact, as well as persuasive comms
- Collaborating with Accounts, Strategy, Brand, and Hub teams to deliver fully integrated, multi-channel campaigns for B2B and B2C audiences
- Supporting the development of cross-channel, social media calendars for global luxury brands

KEY ACHIEVEMENTS:

- Pitched and won the sole advertising account for Bugatti in my first two months. Lead Copywriter on our first digital output
- Progressed to taking lead creative roles on Imperial accounts within 3 months of joining
- Fully conceptualized and pioneered a digital experience microsite for Rizla with my AD partner

MARKETING COPY & CONTENT LEAD | VIDOPS

FEB – SEP 2021

Delivering multi-channel communications and content strategy for a top digital media production startup

- Oversaw design and production of all online and marketing assets
- Created content across socials, whitepapers, production scripts, direct sales and Google Ads
- Concepted and developed multi-channel campaigns
- Aligned and collaborated with the senior team to deliver pertinent communications
- Implemented brand guidelines to be used across all communications by the team
- Tracking and regularly reporting KPIs to inform growth

KEY ACHIEVEMENTS:

- Developed new creative strategy and content which increased cross-channel social media engagement by 43%
- Progressed from Content Copywriter to Marketing Content and Copy Lead in 4 months

MARKETING & SOCIAL MEDIA CONTENT | KINGS PLACE MUSIC FOUNDATION

JAN 2018 – FEB 2021

Starting as Administrative Support for the Marketing team and progressing to Marketing and Social Media writer within 3 months. The role required expert fluency in our TOV whilst retaining communications guidelines across multi-channel communications.

- Collaborating with Programming and Marketing to deliver timely and applicable communications for each performance season, driving sales and advocacy amongst patrons
- Working across multiple digital and physical promotional touchpoints including ambient media, regular print communications, direct sales and social media

KEY ACHIEVEMENTS:

- Promoted to Marketing and Social Media writer within 3 months
- Pioneered and delivered a standout promotional campaign for The London Podcast Festival, taking a lead on communications and growing ticket sales by 33% from the previous year

MARKETING & DEVELOPMENT COMMUNICATIONS | ROUNDHOUSE TRUST

NOV 2016 – JAN 2021

Developing and delivering multi-media campaigns for both public and charity sectors, my roles in Development and Marketing for the Roundhouse Trust set the foundations to build my keen insight into audience behaviours

- Condensing KPIs and data into well-written insights for donor communications
- Developing communication strategy for individual and corporate members
- Producing narrative scripts for promotional charity content covering internal and external use
- Populating multi-channel social calendars
- Partnering with corporate sponsorships to develop campaign comms
- Creating highly converting bid applications for trust and funds

KEY ACHIEVEMENTS:

- As part of a core team produced and curated content for our Webby award nominated 50th anniversary microsite
- Successfully grew charity funds by £15,000 through persuasive grant and trust applications