

# COLETTE EATON

## CREATIVE COPYWRITER

CURRENTLY CRAFTING COPY FOR SAMSUNG 🤘

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Portfolio: [eatoncolette.com](http://eatoncolette.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

- **Selling Ideas**

Delivering engaging client presentations

- **Multichannel Communications**

Across global and local markets

- **Broad Copy Experience**

Spanning long and short form across traditional and digital channels

- **Pushing Boundaries**

Whilst working within narrow parameters

- **Solution Focused**

Finding the ideal middle ground for creatives, clients & accounts

- **Team Oriented**

Partnering with Design and Strategy to create holistic campaigns

- **Maintaining TOV & Brand Structure**

Working across multiple accounts to tight deadlines

- **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

- Lead Copywriter for production pieces flowing across digital, brand, OOH, radio and social
- Working closely alongside high-profile Brand Ambassadors to develop TOV that aligns our brands
- Full conceptual creation for retail, digital and OOH campaigns
- Developing creative 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
- Building playbooks and client decks for company-wide and network consumption

#### KEY ACHIEVEMENTS:

- Developed full digital and OOH campaign 'Can Your Phone Do This?' breaking Samsung UK market records for reach and drive
- Full concept creation and oversight for first Google x Samsung AI feature cross promotion TVC 'Better Together'

### 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
- Conceived 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

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 in first quarter of work through grant and trust applications