

# Andy Thomas – London based copywriter/creative writer

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## KEY EXPERIENCE

- Creative writer for leading worldwide culture and lifestyle publications.
- Copywriter for creative content agencies for B2B/B2C clients across variety of channels and platforms – from culture and fashion to beverage brands.
- Specialist property marketing copywriter.
- Copywriter and Editor for Soho House – US members' magazine, website and adverts.
- Storyteller for brands.
- Creating brand concepts, messages, guidelines and tone of voice documents.
- Social media copywriter.
- Writing and rebranding company websites.
- Creating advertising straplines, adverts, and postcards for marketing campaigns.
- Creating global markets presentations and pitching documents.
- Proofreader for commercial and creative projects.

## CAREER

### Creative Writer

- Writer for worldwide cultural magazines on music, film, travel and fashion. Includes Apartamento, Jocks & Nerds, Highsnobity, Hole & Corner, The Face, Dazed, Wax Poetics, Time Out, Red Bull.
- Contributing Editor at Shook magazine, establishing a new music and culture title.
- Co-Editor and Creative Director at faithfanzine. [www.faith.london](http://www.faith.london)
- Developing storyboards for Red Bull Music Academy short films.
- Writing sleeve notes for record labels including Impulse!, Soul Jazz, Strut and Brownswood.

### Editor - Soho House magazine. <https://www.sohohouse.com>

- Edited and wrote the events magazine for the North American members clubs.
- Wrote adverts and flyers to promote events for the magazine.
- Edited copy for House Seven website.
- Managed team of marketing managers in each club to ensure timely delivery of tailored copy.
- Collaborated with marketing and design teams to increase attendance at events.
- Produced copy for sponsored events for the likes of Yahoo, BMW, Google, etc.

### Copywriter - COS fashion brand

- As part of COS' 2023 celebration of queer club culture to coincide with Pride month I interviewed four club spaces who collaborated with COS on T-shirts in support of LGBTQIA+ charities.
- Interviewed artists and wrote copy for COS' Brand & Communications department as part of their brand-led editorial content anchored in contemporary culture
- For their Autumn/Winter 2021 campaign, COS partnered with three creatives from the LGBTQ community to create bespoke T-shirts. Photographer and artist Collier Schorr was commissioned to shoot the campaign. I interviewed her for the on line editorial aligning artist naturally with brand.

### Storyteller - Sunspel clothing

- English heritage brand Sunspel worked with The Observer magazine photographer Dean Chalkley and a group of London musicians to create a one off record.
- I created themes and worked with Dean and designers on the creative direction to align the project with brand. I then produced the copy to accompany Dean's photographs for a coffee table book sold in Sunspel's stores.

### Social Media Copywriter - Campari Group

- Worked with Terry & Fran digital comms agency as copywriter for their brand remit across the Campari Group including Wild Turkey and Appleton Estate. [https://www.instagram.com/wildturkey\\_uk/](https://www.instagram.com/wildturkey_uk/) <https://www.instagram.com/appletonrumuk/>
- For Wild Turkey the brief was to align customer with brand through being gutsy and unapologetic. I created a range of TOV themes, brand messages, strap lines to be used across their platforms as well as content for specific marketing events.
- Created Tone of Voice to re-energise Appleton Estate by closely aligning brand with consumer.

- Wrote daily Instagram posts to raise the brand's profile and create consumer relationships.
- Wrote promotional material for AE's Jamaican Jazz Sessions with curator Gilles Peterson.

#### **Copywriter - Anagram, Parkhaus <https://parkhauslondon.com>**

- East London advertising agency Anagram brought me in as an experienced creative writer for lifestyle publications.
- The brief was to create a Tone of Voice document followed by a people focused guide to Hackney Downs, steering clear of the usual property brochure clichés.
- Created strong brand messages tested against proof points, followed by a range of TOV principles to illustrate brand voice. Provided direction for bringing to life.
- Produced an editorial style brochure and marketing collateral based around the creative community.

#### **Copywriter - We Are Capri, Stiles West <https://wearecapri.com/>**

- Worked with the creative team to develop brand concept, key messaging and Tone of Voice for Stiles West, a boutique development in South West London.
- Wrote an Editorial style brochure based around a creative community, closely aligned to design concepts.

#### **Storyteller for Document Studios/Lee Cooper. <http://documentstudios.com>**

- Wrote brand copy for creative agency Document in their campaign for Lee Cooper jeans. I was brought in as a leading writing on culture and its intersection with fashion/style, to create a strong editorial point of view. <https://www.thecoopercollection.lc/pages/the-document>
- The campaign centered on a limited edition book that helped cement Lee Cooper's cultural history as part of its major campaign. <http://bit.ly/2mvrctj>

#### **Copywriter – Anagram, No.5 Upper Riverside <https://upperriverside.co.uk>**

- Anagram commissioned me to create a TOV and then write a lifestyle-focused hard copy and online brochure for major new development on Greenwich Peninsula.
- Interviewed designers/architects/artists to create Monocle style pullout for premium apartments.
- Copy edited large documents to fit with the TOV.
- Worked with creative team and designers to ensure copy aligned with visual presentation.
- Created headlines and straplines to be used across marketing collateral.

#### **Copywriter for Wordsearch Creative agency for Real Estate and Architecture <https://www.wordsearch.co.uk/about/> -**

- Wrote and edited promotional brochure for Spark One an innovative office development in the business district of Milano Santa Giulia.
- Worked with design and marketing to develop/write snappy postcard campaign for The MARQ a prestigious new office development in St James's, London.
- Wrote straplines for The MARQ and Spark One to be used across marketing collateral.

#### **Storyteller for Document Studios/Chapman Bags/English Cut**

- Savile Row tailor English Cut has collaborated with British heritage brand Chapman on a series of bags. I wrote an editorial brand profile for Chapman for Document Studios/English Cut's magazine *The Cork*. <http://bit.ly/2FKML35>

#### **Copywriter Oracle Creative. <http://www.oraclecreative.co.uk>**

- Wrote Brand Guidelines book for New Union Wharf, a riverside development in the Isle of Dogs, East London. <https://newunionwharf.co.uk/home/>
- Created an inclusive but aspirational tone of voice to be used across all marketing collateral.
- Wrote website/brochure to draw in first time buyers, selling the area as the East's new hip postcode.

#### **Copywriter for Oracle Creative**

- Wrote brochure for Hillingdon Street, a new development near the riverside in London's Vauxhall. [http://www.hillingdonstreet.com/assets/wandle\\_hillingdon-street-brochure\\_210x210\\_aw\\_digital.pdf](http://www.hillingdonstreet.com/assets/wandle_hillingdon-street-brochure_210x210_aw_digital.pdf)
- Created an aspirational but warm tone of voice to attract first time buyers.
- Translated technical plans/drawings into vibrant and convincing copy.

### **Content Creator/Copywriter – Heineken International**

- Created original and on trend cultural content for Heineken's Facebook page to reposition brand.
- Commissioned and edited content from contributors across the world.
- Worked with Editorial Director to develop Heineken as a social brand.
- Wrote and Edited copy to tight deadlines and cleared quotes and images.
- Targeted Facebook posts against key events and trends to maximise impact.

### **Freelance Copywriter - Evolve Brand & Creative Agency. <http://evolveagency.com>**

- Wrote/edited brochure for Battersea Reach, a riverside development by St George/Berkeley Homes. <http://batterseareach-wandle.com/assets/battersea-reach-brochure-web.pdf>
- Created an inspirational and engaging tone of voice/verbal identity to entice first time buyers.
- Translated imagery of development and location into lively and persuasive copy.

### **QUALIFICATIONS**

- APMG-International - PRINCE 2 - Project Management Registered Practitioner
- University of London – Diploma in Media Studies