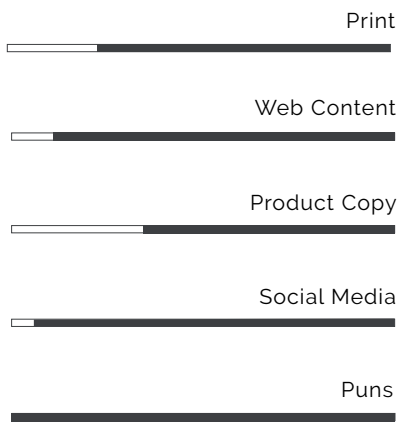


CRAIG SEYMOUR

Copywriter

EXPERTISE



EDUCATION

AWARD IN DIGITAL COPYWRITING
Institute of Digital Marketing
Certified

BSc COMPUTER SCIENCE
University of Abertay, Dundee
First year completed

CONTACT

Craig Seymour
29 Duke's Avenue
Kingston Upon-Thames, Surrey
KT2 5QR

Email: cseymour@live.co.uk
Phone: 07772536321

Portfolio: www.craigseymour.co.uk

PROFILE

You can't expect to write words that impact people if you don't understand who you're talking to. That's why empathy informs my every keystroke. And with that in mind, I know that this is the twentieth CV you've read today, so I won't mince words. Writing for a living is a privilege. I treat every scrap of copy as a chance to connect with people. To raise a smile, to educate, or even just to spin a yarn.

I can work to a deadline though, and in your brand's tone of voice if you'll let me. I'm motivated by reaching audiences and getting results, but I write as I aim to live: with canniness, without wasting people's time, and wearing garish shirts.

EXPERIENCE

ABEL & COLE LTD | FROM JUL 2016 - PRESENT
Junior Copywriter | Midweight Copywriter

If it's got words on, in or around it, I've worked on it. From the classic humble beginnings of product copy, to taking creative lead on campaigns which encompass out of home, print and digital channels. It's a mixed bag every day. As the most senior writer in a small team, I help to shape and maintain the brand's distinct tone of voice across these channels too. And, at the risk of marketing-speak overload, I'm well-versed at writing for a broad range of customer segments to maximise conversion and engagement.

ABEL & COLE LTD | FROM OCT 2012 - DEC 2016
IT Support Technician

My inauspicious previous life in which I ceaselessly turned computers off and on. It was the technical manuals I penned here which taught me technical writing and brought me to the attention of the creative team. This time also built my proficiency with the Microsoft Office suite, InDesign and project management.

GEEK BINGE | FROM OCT 2013 - JUL 2014
Staff Writer

An educational stint content writing on a voluntary basis for a popular geek culture website. Specialized in video games, I quickly became an informal editor and published a diverse range of work; from news and reviews to opinion pieces.

REFERENCES

Pippa Ryan
Ex Head of Creative, Abel & Cole
pippa@pippakatedesign.com
07922 638268

Michelle Evans
Lead Designer, Abel & Cole
Michelle.Evans@abelandcole.co.uk
07811 214469