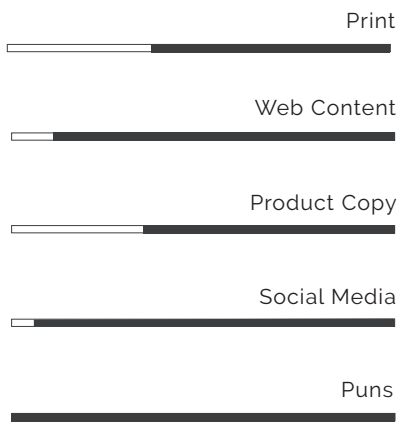


CRAIG SEYMOUR

Copywriter

EXPERTISE



EDUCATION

AWARD IN DIGITAL COPYWRITING
Institute of Digital Marketing
Certified

BSc COMPUTER SCIENCE
University of Abertay, Dundee
First year completed

CONTACT

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PROFILE

It's all about empathy really, isn't it? If you want to affect a person, you have to understand them. That's what informs my approach. With that in mind, I know that this is probably 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 an opportunity to talk to real people. To raise a smile, to educate, or just 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. I write as I aim to live: with caniness, without wasting people's time, and wearing garish shirts.

EXPERIENCE

ABEL & COLE LTD | FROM DEC 2016 - PRESENT
Copywriter

If it's got words on, in or around it, I've worked on it. We're a small team, so I write quickly, on whatever format is needed. My main responsibilities lie in weaving engagement-forming, educational and entertaining copy across print, web and social. That's not to say I can't sell though! I've led several successful acquisition campaigns too, with a specialty in targeting customer profile segments (which sounds scary when you write it like that). Between sponsored social media and out of home print adverts, I've turned my my pen to it all.

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 tutorials 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
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