

SHAUN CURNOW

Senior Strategic Copywriter | Enterprise Messaging and Content Strategist

Bristol, UK | 07866 701492 | shauncurnow@outlook.com

LinkedIn: [linkedin.com/in/shauncurnow](https://www.linkedin.com/in/shauncurnow) | Portfolio: shauncurnow.portfolial.com

PROFESSIONAL PROFILE

Strategic copywriter and content specialist with more than 20 years' experience creating high-impact content for enterprise technology companies, publishers, agencies and in-house marketing teams. Experienced in translating complex technologies into compelling customer-facing messaging, developing competitive positioning, supporting sales enablement initiatives, and delivering content across the full marketing funnel. Trusted by global organisations including Salesforce, PwC, Autodesk, ServiceNow, ABB, Dynatrace, NTT DATA and T-Mobile.

CORE EXPERTISE

Enterprise Messaging and Positioning • Strategic Copywriting • Sales Enablement • Thought Leadership • Account-Based Marketing (ABM) • Competitive Positioning • Content Strategy • B2B Technology Marketing • Executive Communications • White Papers and eBooks • Blogging and SEO Content • Editorial Leadership

SELECTED CAREER HIGHLIGHTS

- Developed strategic messaging, positioning frameworks and sales enablement content for global enterprise technology organisations
- Created content distributed to audiences exceeding 100,000 customers
- Produced content translated into 12 languages
- Worked across agency, publisher and in-house environments throughout a 20+ year career

PROFESSIONAL EXPERIENCE

Senior Strategic Copywriter | Agent3 / Pretzl | 2018–Present

Develop strategic messaging, positioning and marketing content for enterprise technology organisations. Clients include PwC, Salesforce, ABB, Autodesk, Dynatrace, DXC, ServiceNow, NTT DATA and T-Mobile.

Head of Content | Upland BlueVenn | 2016–2018

Led content creation for a B2B marketing automation platform.

Community Manager | Time Out | 2015–2016

Managed contributor communities across regional city blogs.

Editor | Q Content | 2014–2015

Created and edited content across finance, healthcare, insurance, travel and business sectors.

Editor | Hibu | 2013–2014

Managed editorial production for three monthly community magazines.

Copywriter | FreestyleXtreme.com | 2011–2013

Produced marketing and editorial content for retail and lifestyle brands.

Section Editor | Future Publishing | 2004–2011

Worked on GamesMaster and Redline magazines.

Staff Writer | Paragon Publishing | 2001–2004

Produced editorial content across gaming, hobby and lifestyle publications.

EDUCATION

BA (Hons) Media with Cultural Studies (2:1), Solent University, 1998–2001