

SHAUN CURNOW

SENIOR STRATEGIC COPYWRITER

CONTACTS

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Bristol, UK

SKILLS

Copywriting and conversion

Email copy · Landing pages · Web copy · PPC advertising · Campaign copy · CTAs and messaging · Product and promotional copy · Content strategy

Audience and messaging

Customer-focused messaging · Value propositions · Audience research · Strategic positioning · Messaging frameworks

Digital content

SEO content · Blogging · Social media · Your Skill · Ecommerce content · Digital campaigns

Strategic and commercial

Campaign development · Account-based marketing (ABM) · Sales enablement · Competitive positioning · Thought leadership

EDUCATION

Solent University

BA (Hons) Degree: Media with Cultural Studies (2:1)

Brockenhurst College

A-Level Media Studies, English Language & Literature, Design & Technology, GCSE Photography

Ringwood Comprehensive School

11 GCSE passes, grade B or above

SUMMARY

A senior copywriter and strategic communications specialist with extensive experience creating customer-focused content across B2B and B2C brands, from e-commerce and digital marketing to enterprise technology.

I combine strong editorial and copywriting craft with a strategic understanding of audiences, propositions and customer needs. I create campaign content assets including emails, landing pages, web copy and social ads that give audiences, alongside deeper strategic messaging and positioning for complex products and services.

EXPERIENCE

Agent3/Pretzl

2018 - 2026

Senior Strategic Copywriter

Copywriter for a B2B tech consultancy, crafting messaging, marketing and strategic positioning for enterprise tech companies.

- Created engaging communications from complex business and tech concepts.
- Developed campaign concepts and strategic content across marketing channels, connecting business objectives with engaging storytelling.
- Created messaging frameworks and content to support ABM campaigns.
- Wrote and edited marketing content, including website copy, thought leadership, white papers, reports, case studies and campaign assets.
- Clients included PwC, Salesforce, DXC, Autodesk, T-Mobile, NTT DATA and ServiceNow.

Upland BlueVenn

2016 - 2018

Head of Content

In-house copywriter for a Bristol-based B2B marketing automation company.

- Wrote email campaigns, landing pages, website copy, blogs and promotional content.
- Developed messaging that translated marketing technology features into clear customer benefits and reasons to engage.
- Created eBooks, white papers and thought leadership content to support lead generation and brand awareness.
- Developed SEO-focused content and messaging to attract and engage relevant audiences.

Time Out

2015 - 2016

Community Manager

Managed volunteer writers for Bristol, Birmingham and Leeds culture blogs.

- Recruited new bloggers and writers to contribute to the Time Out blogs.
- Proofed, edited and published blogger posts.
- Wrote daily blog content for Bristol, Birmingham and Leeds blogs.
- Shared content via Time Out's social media channels.

Q Content

2014 - 2015

Editor

Content writer and editor for a content marketing agency.

- Created customer-focused editorial and marketing content across multiple industries and audiences.
- Adapted tone, messaging and subject to different customer needs and brand requirements.
- Researched, wrote and edited digital and editorial content.

TRAINING / COURSES

Search Engine Optimization and Content Marketing

IBM/Coursera | 2026
Covered foundational SEO and GEO concepts, content-planning and performance-focused content optimisation.

GenAI for SEO: A Hands-On Playbook

IBM/Coursera | 2026
Covered accelerating SEO workflows with Generative AI without compromising quality or control.

Mastering GEO

SkillUp/Coursera | 2026
Covered an understanding of how SEO has evolved into GEO and the application of best practice strategies.

EXPERIENCE

Hibu

2013 - 2014

Editor

Editor for three monthly community print magazines focused on Bristol and the surrounding areas.

- Researched, planned, and wrote the content for three magazines
- Supplied or sourced accompanying photography
- Laid out features using InCopy and edited the copy to fit templates
- Wrote news and feature articles or commissioned community submissions

FreestyleXtreme.com

2011 - 2013

Copywriter

In-house copywriter for a range of athletic apparel retail brands.

- Wrote a weekly marketing newsletter distributed to a customer base of approximately 100,000 subscribers.
- Created promotional and product-focused copy designed to engage customers and drive interest in products and offers.
- Wrote PPC advertising copy and SEO-focused content to support online acquisition.
- Created blog and web content for FreestyleXtreme, BrokenScene and Santa Cruz Europe.
- Contributed copy and content for social media campaigns.

Future Publishing

2004 - 2011

Section Editor

Part of the editorial team for video games magazine GamesMaster and automotive magazine Redline.

- Wrote reviews, previews, features and interviews.
- Planned and structured a 130-page magazine alongside the Editor.
- Worked with art, editorial and freelance teams to develop print publications.

Paragon Publishing

2001 - 2004

Staff Writer

Part of the editorial team for gaming magazine P2, hobby magazine Trading Card World, and lifestyle magazine Gear.

- Wrote reviews, previews and features for enthusiast and consumer audiences.
- Commissioned and edited content and managed relationships with PR contacts.