

A copy specialist with a client-focused background and a grounding in digital, who enjoys making the technical tangible by using language to connect brands with individuals.

## Experience

<b>Principal Writer</b> – <u>Edelman UK</u> (London, UK)	<b>November 2022 - Present</b>
<b>Senior Writer</b>	<b>July 2022 – October 2022</b>
<b>Senior Copywriter</b>	<b>April 2021 – June 2022</b>
<b>Copywriter</b>	<b>April 2020 – March 2021</b>

- Lead editorial work on Shell account, holding content strategy, creation, editing and client counsel responsibilities.
- Adept at both long and short-form copy: email, web, content marketing, thought leadership, executive positioning.
- Overseen expansion of Shell Editorial team and year-on-year growth of editorial budgets.
- Regularly share editorial knowledge and best practices with wider team through workshops and weekly newsletter.
- Support wider London Editorial team, acting as copywriting resource for other global clients (see below).
- Engage freelance copywriters when needed, managing briefs and acting as editorial oversight.

*Clients: Shell (main), DP World, Haleon, Heineken, HP, HSBC, John Deere, Mars Petcare, Norton, Paypal, Samsung, Unilever.*

<b>Senior Account Executive (B2B)</b> – <u>Edelman UK</u> (London, UK)	<b>April 2019 – March 2020</b>
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- Involved in several lines of businesses, acting as key project support for team leads and clients.
- Regularly led content development, working with design team on both digital/interactive and more traditional assets.
- Developed strong media relations skills, producing and pitching earned-centric content to a range of trade titles.
- Managed junior staff on various projects, delegating tasks, reviewing work and hosting regular workshops.

*Clients: Shell.*

<b>Digital Account Executive</b> – <u>Edelman Canada</u> (Calgary, Canada)	<b>May 2018 – January 2019</b>
<b>Digital Intern</b>	<b>February 2018 – April 2018</b>

- Participated in digital strategy development and program execution for several large clients.
- Regularly developed content for a range of media and platforms (web/social, earned/traditional, internal, client-facing).
- Fostered community engagement across social media, while measuring sentiment and mitigating any issues.
- Used data to: identify trends and themes; optimise program strategy and content; and inform future campaigns.

*Clients: Shell Canada, The Calgary Zoo, Calgary Public Library, TELUS, Arby's.*

<b>Content Curator</b> – <u>Trinity Mirror plc</u> (Newcastle, UK)	<b>October 2016 – February 2017</b>
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- Engaged local audience to source content, creating articles for news site with upwards of 30 million monthly views.
- Trained in various content management platforms to help curate and publish digital content.
- Created content calendars and used social media management tools to foster and manage community engagement.
- Leveraged social media and web analytics to monitor and improve social media output.

<b>Communications and Marketing Assistant</b> – <u>University of Edinburgh</u> (Edinburgh, UK)	<b>January 2016 – July 2016</b>
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- Helped design and administer student survey campaign materials, improving on three separate YoY results.
- Created content that was sent out to student body of 37,000, including co-creation of student e-newsletter.
- Led sourcing, planning, and posting of content for official student social media channels.
- Managed small teams of temporary staff at numerous campaign events, exhibiting excellent leadership skills.

<b>Publishing Intern</b> – <u>Sable LitMag</u> (Leicester, UK)	<b>January 2015 – June 2015</b>
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- Heavily involved with publication of LGBTQ+ edition of online magazine, working alongside fellow editors.
- Owned several editorial sections and articles, including successful editing of University Professors' work.
- Conducted personal interviews with notable authors and literary figures.
- Helped organise 'Black, Bitter, and Beautiful' poetry event at Goldsmiths University, with an audience of 150 people.

## Education

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**University of Edinburgh (UK)** **September 2015 – August 2016**

- US Literature – Cultural Values from Revolution to Empire (MSc) Distinction
- Awarded School of Literatures, Languages and Cultures Masters Scholarship 2015.

**University of Leicester (UK)** **October 2011 – June 2015**

- English and American Studies with a Year Abroad (BA) First-class honours (1<sup>st</sup>)
- Awarded: American Studies Dissertation Prize, Arthur Humphreys Memorial Prize, Waddington Prize.

**California State University, Long Beach (US)** **August 2013 – May 2014**

- English and American Studies Major 4.0 Grade Point Average

## Voluntary/Pro-Bono Work

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**Young Roots (London, UK)** **July – August 2021**

**Beat SCAD UK (London, UK)** **May 2019**

**Calgary Drop-In Centre (Calgary, Canada)** **September 2018 – January 2019**

**Oxfam (Leicester, UK)** **December 2014 – April 2015**

**Find out more about me:**

 [www.linkedin.com/in/mark-davison](http://www.linkedin.com/in/mark-davison)

**References available on request.**