

# Iain Harrison

## Copywriter

Brixton, London  
[www.iainhcreative.co.uk](http://www.iainhcreative.co.uk)  
[iainhcreative@icloud.com](mailto:iainhcreative@icloud.com)  
07360 001340

- ◆ Excellent conceptual, writing and client-facing skills. Fast thinker.
- ◆ Extensive experience of 360 pan-European and global campaigns.
- ◆ Management experience. Previous roles include Head of Copy, Associate Creative Director and Creative Director.

Aug 2011 – present      **Freelance: The&Partnership, MullenLowe, TBWA\Worldhealth, Paymentsense, Zone Digital, Seiden New York, GTB, Draft FCB, Stereo, Syzygy, Digitas Health, Grey, OgilvyOne, Atletico Barcelona, Doco People, Tangent, Momentum**  
I've worked on pitches and integrated campaigns, tactical, direct and digital projects. I'm happy to run client meetings, brainstorm and pitches. I've helped agencies win new business. Always collaborative and accountable.

Oct 10 – Aug 11      **Woolley Pau, Deputy Creative Director**  
I was brought in to add digital skills to this respected Pharma agency. Sadly, a major client loss meant redundancy for about 30% of staff, including me.

Feb 09 – Oct 10      **Digitas, Associate Creative Director**  
Headed creative output on P&G accounts (Ariel, head & shoulders), producing pan-European digital campaigns. Managed and mentored junior staff from initial briefing to final output, and performance development. Liaised on 360 campaigns with agencies including Saatchi X and Landor. I was the first creative hire of Digitas Health's London office, as ACD.

July 08 – Feb 09      **Freelance**  
Including a spell at Wunderman on ford.co.uk, the re-launch of the Ford Ka, and time at Altogether (WCRS' digital arm) as acting Creative Director.

Oct 07 – July 08      **Tequila, Freelance Digital Creative Director**  
Within three months of joining, I'd helped pull in £1 million of new business from Kempinski luxury hotels. The annual target was £1.3 million.

May 03 – Sept 07      **Harrison Troughton Wunderman / Wunderman Interactive, London**  
As Digital Head of Copy, I was responsible for integrated and digital work on Ford, Land Rover, Microsoft, Motorola, Learn Direct, Macmillan Cancer Relief and Hotels.com. I grew the agency's writing capacity and helped maintain creative standards. Involved in successful pitches for Nintendo, Macmillan Cancer Relief, Hotels.com, The Phobics Society and Morgan Lovell.

## Previous experience

Jun 01 – May 03	McCann Erickson, Manchester, Freelance Peugeot, Sainsbury's Bank, C.P. Hart, Consumer Credit Counselling Service
Nov 00 – Jun 01	Freelance, Poulter Partners, Leeds M&S Financial Services, William Hill, Schweppes, ThermoLab Systems
Jun 97 – Nov 00	J Walter Thompson, Manchester. Jaguar, Kraft General Foods, Shell, Alton Towers, TNT, .comdirect)
Sept 95 – Jun 97	Ogilvy & Mather Direct (OgilvyOne), London. IBM, The Times, Netcom, British Philatelic Bureau, BUPA
Jul 95 – Sept 95	GGT Direct, London, Freelance Royal Bank of Scotland, RAC, The Daily Telegraph.
Dec 94 – July 95	Chiat/Day (St Lukes), London, Freelance Nickelodeon, Midland Bank.
Apr 94 – Dec 94	Impact FCA! London. Accolade Computer Games, Lever Bros, CAFOD, BTEC Marriott Hotels
Nov 91 – Apr 94	Ogilvy and Mather Direct, London. Microsoft, IBM, Compaq, National Geographic, British Gas, Save the Children
Aug 88 – Oct 91	Chapter One Direct, Gloucestershire. British Red Cross, Radio Rentals, North West Bank, Scope, Plan

## Awards

International Automotive Advertising Awards. Gold. England's Real Passion.  
International Marketing and Advertising Awards.  
Gold. Best Use of Sponsorship. Carbonfootyprint.com  
Commended. England's Real Passion  
International Marketing and Advertising Awards. Gold. Ford.  
International Automotive Advertising Awards.  
Silver. Land Rover. Azizbazaar.com  
Bronze. Land Rover. GoBeyond.com  
OMNI Awards. Gold. Best website. Microsoft Unplugged.  
Cannes. Silver. Best use of alternative media. The Phobics Society.  
Omni Awards. Silver. Best banner campaign. Land Rover.  
Direct Response Awards. Gold. Copywriting. Accolade Computer Games.  
Direct Response Awards. Gold. Consumer Low Volume. Accolade.  
British Direct Marketing Awards. Gold. Copywriting. Accolade.  
British Direct Marketing Awards. Silver. Royal Bank of Scotland.  
Institute of Sales Promotion. Gold. Consumer. Accolade.  
Direct Response Awards. Gold. Low Volume. Microsoft.  
John Caples Awards. Silver. Business to Business. Microsoft.  
British Direct Marketing Awards. Silver. Fundraising, British Red Cross.  
European Direct Marketing Awards. Silver. Fundraising. British Red Cross.  
British Direct Marketing Awards. Gold. Fundraising. Scope.