

Jim Taylor

SENIOR COPYWRITER & CREATIVE LEAD

Melbourne, Australia

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0422 769 532 mobile

I'm a senior copywriter and creative lead with considerable experience of different brands and categories.

I've run accounts, led teams, won awards, shifted products and cultivated fruitful client relationships at some of the best agencies in Melbourne and London (plus a few in Tokyo, Paris and Amsterdam).

While proud of my 2 Grand Prix, 15 Gold, 5 Silver awards, I never let that get in the way of serving a client's needs. I believe that effectiveness is the most important part of advertising, and that creativity is the most powerful tool in driving that effectiveness.

HIGHLIGHTS

- 2 Grand Prix, 15 Gold, 5 Silver creative awards
- Listed as one of Campaign UK's "Top Ten Talents"
- Selected for TBWA's global leader training in Milan
- Numerous pitch wins (some of huge value)
- Some really happy clients

KEY SKILLS

- Copywriting

I try to know my audience, know when to be concise and when to be florid

- Tone

I can develop new styles and adapt quickly to existing styles

- Visual literacy

I understand how art and copy should dovetail
(I actually have a design degree)

- Presenting

Through aptitude, practise and training I'm good in front of clients

- Client relationships
I make an effort to understand a client's real needs
- Leadership & Mentoring
I'm comfortable leading (but am happy to follow when needed)
- Friendliness & positivity
It might not seem like a classic skill, but I think it's absolutely vital

Experience

Freelance Senior Copywriter

Melbourne
May 2019 - Present

Ogilvy, AJF, DDB, Dentsu

Working on brands like:
Cadbury's, Kmart, McDonalds, Officeworks, Toyota, VW

Senior Copywriter

Melbourne
May 2014 - Mar 2018

TBWA

Working on brands like:
Asahi, ANZ, Medibank, Nissan, Origin, 3AW.

Freelance Senior Copywriter

Melbourne
Oct 2012 - May 2014

DDB & McCann

Working on brands like:
Bendigo Bank, Hertz, Metro Trains, Telstra, Westpac.

Integrated Copywriter

Melbourne
Sep 2011 - Oct 2012

JWT

Working on brands like:
Cancer Council, Ford, Shell, Vegemite.

Freelance Senior Copywriter

London
Mar 2008 - Sep 2011

Proximity, Wunderman, Glue, VCCP

Working on brands like:
Dove, Lurpak, Nokia, P&G, Samsung, Starbucks, Ubisoft,
Wella

Senior Copywriter

London
Sep 2006 - Feb 2008

Digitas

Working on brands like:
Delta, GM, HP, Lloyds, Samsung.

Senior Copywriter

London
Dec 2004 - Aug 2006

Profero

Working on brands like:
Avis, Channel 4, Child Protection, Frank.

Junior Copywriter

London
Jun 2000 - Jan 2004

Saatchi & Saatchi

Working on brands like:
Army, Cadbury's, Carlsberg Tetley, Monster,
P&G, Royal Bank of Scotland, Sony, Toyota.

Awards

Some of my awards

Spikes Asia (Grand Prix)
Spikes Asia (Gold x2)
Spikes Asia (Silver x2)
Cannes Cyber Lions (Silver)
Adfest (Gold)
Adfest (Silver)
Adfest (Bronze)
Campaign Press (Gold)
Campaign Digital (Gold)
Creative Showcase (Grand Prix)
Creative Showcase (Gold)
IDM Business Performance (Gold x2)
Creative Review (Annual Best x2)
Campaign UK (Best in Class)

Education

Bachelor of Arts with Honours, Graphic Design & Advertising

Staffordshire (UK)
Sep 1996 - Jul 1999

Staffordshire University

BTEC Foundation Studies in Art & Design

Manchester (UK)
Sep 1995 - Jul 1996

South Trafford College

Speech & Drama Grade 3

North Yorkshire (UK)
Sep 1989 - Jun 1990

Guildhall School of Music and Drama

A-Levels x4

North Yorkshire (UK)
Sep 1989 - Jun 1994

Giggleswick School

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