

# Ste Sawyer

THE BEST ONE-EYED, COLOUR BLIND COPYWRITER IN THE NORTH

Hello there, my name's Ste.

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07977 426 949 mobile

I spend my days choosing the words that convince people to buy something, to change their opinion, or just feel a little better informed than they did five minutes previous.

## Experience

Bossman

York

Aug 2018 - Present

## Ste Sawyer Copywriting

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Copy Director

Leeds, UK

Jan 2014 - Aug 2018

## Bloom

I was responsible for every aspect of the agency's content output across all advertising, editorial and digital projects.

In addition to the day-to-day management of the content team, I provided strategic and creative direction for a range of national and global brands, including Anytime Fitness, ADT, DW Sports, National Trust, Alpacare and Jewson.

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Senior Copywriter

Leeds, UK

Jan 2013 - Jan 2014

## Bloom

The Copy Lead on all advertising and digital project for clients including ADT, Eurocamp, Anglian Home Improvements, benenden health, Engage Mutual and LA fitness.

I also managed a team of permanent and freelance writers and direct them to deliver against the content strategies I defined.

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Freelance Creative Copywriter

York, UK  
Sep 2011 - Jan 2013

## Just me, all on my own

All sorts of digital, a bit of DM, plenty of advertising, a smattering of packaging and a mountain of social media.

Agencies I worked with included Propaganda, Made by Pi, IMP Media and Plump Digital.

Clients include: Asda, Post Office, The Car People, Morrisons, Lakeland, Orange, HobbyCraft, Moneycorp, Boost Drinks, Clipper, Huthwaite International, FMG, TD Direct Investing and InterfaceFLOR.

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Senior Copywriter

Leeds, UK  
May 2007 - Sep 2011

## AWA

I was Lead Copywriter on all web design, email marketing and online media projects and campaigns. This meant working with the Lead Designer as part of a digital creative team. Which was fun.

I also advised on, and implemented, social media, blogging, SEO and linking strategies for clients.

The brands I worked on include: ASDA, Lakeland, P&G, Pets at Home, BAE Systems, Morphy Richards, Findus, PG tips, Dove, Republic, Oli, Freemans, La Redoute, Yorkshire Forward, Welcome to Yorkshire and InterfaceFLOR.

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Online and Internal Communications Manager

Wilmslow, UK  
Mar 2007 - May 2007

## Information Commissioner's Office

Overseeing a team of four online editors and communication officers, I was responsible for developing and implementing the ICO's online strategy and co-ordinating all internal communication activity.

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Digital Content Manager

Leeds, UK  
Mar 2003 - Mar 2007

## Brahm / SWAMP

The majority of my time was spent researching, writing, editing and managing content for a number of client websites and online marketing campaigns.

In addition to this I created content plans, tone of voice guidelines and future development strategies for a broad range of digital projects.

Other parts of the role saw me write a weekly internal email newsletter, facilitate content workshop sessions with clients to define the direction of their digital campaigns, manage the output of a team of permanent and freelance content writers, and advise on and implement, social media, blogging, SEO and linking strategies.

I also have experience of scripting and directing online film and viral videos.

Just some of the clients I worked on include Department for Education and Skills, Heinz, Department for Work and Pensions, Crown Paints, Meningitis Research Foundation, Sage, Connexions Direct, NTL, Liverpool John Lennon Airport, East Stirlingshire Football Club, Littlewoods Pools and Amoy.

Lots of the projects I worked on went on to scoop awards, the pick of which being a Webby Award for the Connexions Direct website project for which I was Content Strategist / Copy Lead.

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Regional Communications Officer

Warrington, UK  
Jul 2001 - Mar 2003

## Environment Agency

A big part of this role saw me managing and implementing a number of national campaigns at a regional and local level, and liaising with a wide range of external partners.

There was also the writing and editing of the regional area of the Environment Agency website, and writing speeches for senior members of staff.

One piece of work I'm particularly proud of was chaired a Commonwealth Games project group, which contained partners from local councils and other environmental organisations.

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Regional Publications and Exhibitions Officer

Warrington, UK  
Jun 2000 - Jul 2001

## Environment Agency

When not writing and co-ordinating the production of all publications, and looking after the regional area of the Environment Agency website, I oversaw all the exhibitions and events we attended in the North West.

This included managing budgets, booking celebrities, commissioning exhibition materials and staffing.

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PR Assistant

Warrington, UK  
Jun 1998 - Jun 2000

## Environment Agency

My days were spent handling media enquiries, monitoring media coverage and helping with the planning and delivery of all manner of exhibitions and events.

### Education

HND Media Production

Grimsby, N.E Lincolnshire  
Oct 1994 - May 1996

## University of Humberside

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