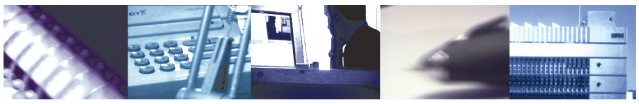
freelancecopywriter.co.uk 

Laurence Blume

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OVERVIEW

I am a highly experienced freelance copywriter who provides copywriting and creative strategy to clients in the UK and overseas via my *freelancecopywriter.co.uk* web brand. My background prior to setting up *freelancecopywriter.co.uk* in 2001 included 18 years as an award winning copywriter at Boase Massimi Pollitt, Ammirati Puris Lintas, TBWA London, D'Arcy and Hall Advertising. (I was a Creative Director at BMP, D'Arcy and Ammirati, and a Board Director at the latter two.) I left above-the-line agencies in 1999 to become Creative Director of the web development company Eyetoeye. Since 2001 I have worked solely as an off-site freelance, providing writing, content development and creative solution development to a variety of marketers (approx 80% off annual turnover), advertising agencies, marketing services and digital media agencies.

CAREER PATH

2001 - PRESENT **FREELANCE COPYWRITER** **FREELANCECOPYWRITER.CO.UK**

Providing freelance copywriting, content development and creative assistance to direct clients and agencies under the *freelancecopywriter.co.uk* brand. *freelancecopywriter.co.uk* and sister brand *greatsalesletters.co.uk* operate under the umbrella of my company Big Lessons Ltd. My blog 'all copywriters now' <*copywriting.co.uk*> underpins and helps drive traffic for both sites. Clients include wide range of SME and corporate entities loacated both in the UK and globally.

1999 - 2000 **CREATIVE DIRECTOR** **EYETOEYE, LONDON**

Responsible for the creative output of boutique web development consultancy whose clients included Arthur Andersen, Royal and SunAlliance, Blackwell's, DAKS, Disney, London Records and Sony Music. Co-led evolution of company positioning from print-based consultancy, and led development teams on substantial e-commerce project for educational publisher and bookseller Blackwell's.

1994 -1999 **MAIN BOARD DIRECTOR, CREATIVE DIRECTOR** **AMMIRATI PURIS LINTAS, LONDON**

Worked with French retail optical group Grand Optic to develop brand strategy and television advertising for the relaunch of the Vision Express brand in the UK. Worked with Rover Group on creative origination and development of pan-European television campaign, airing in 6 European markets. Worked with Unilever on various domestic and pan-European brand strategy and creative projects. Worked with BBC Television on development of on-air promotions for Corporation programming. Board level member of company's 'digital television strategy unit'. Won creative awards for work on BBC and Unilever.

1990 - 1993 **SENIOR COPYWRITER** **BWBC, LONDON**

Worked with Norwich Union on consumer brand repositioning, devising creative strategy and television advertising. Worked with Panasonic on market share issues affecting recession-bound consumer electronics market. Won creative awards for work with NEC and Panasonic.

1989 - 1990 **MAIN BOARD DIRECTOR, CREATIVE DIRECTOR** **DMB&B, LONDON**

Worked with Interflora on implementation of cross-media integrated creative strategy and development of new communications campaign. Worked with Tetley on strategic issues arising from threat to brands from own-label products.

1984 - 1989 **CREATIVE DIRECTOR, COPYWRITER** **BOASE MASSIMI POLLITT, LONDON**

Worked with The Guardian on redefinition of product and brand, culminating in the relaunch and redesign of the paper in 1989. Worked with the Metropolitan Police on creative strategy for graduate recruitment, and recruitment amongst ethnic minorities. Won creative awards for work on Courage Breweries and The Guardian.

1982 - 1984 **COPYWRITER** **TBWA, LONDON**

Worked with COI on various health initiatives, including devising innovative communication and advertising program for National Blood Transfusion Service. Won creative awards for work with the COI, Wander Foods and the independent television contractor TVS.