

# Iain Harrison

**Freelance Senior Copywriter**

Brixton, London

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- ◆ 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.

- Nov 2021 – Jan 2023 **Head of Copy, ElevenMiles, Bournemouth.**  
Brought in to work across all accounts, mentor a team of writers, and help improve creative standards. Clients included British Telecom, Ericsson, Wejo, Barbour, HSBC, first direct, Change Healthcare, and Accurist.
- Aug 2011 – Nov 2021 **Freelance: The&Partnership (NatWest), 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 / Digitas Health, Associate Creative Director**  
Headed creative output on P&G accounts (Ariel, head & shoulders), producing pan-European digital campaigns. Managed and mentored junior staff including performance reviews. Liaised on integrated campaigns with agencies including Saatchi X and Landor. I then became the first creative hire at Digitas Health's new London office.
- July 08 – Feb 09 **Freelance**  
Including a return to Wunderman to work on Ford, 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 agency's annual target was £1.3 million.
- May 03 – Sept 07 **Digital Head of Copy, Harrison Troughton Wunderman London**  
Responsible for work on Ford, Land Rover, Microsoft, Motorola, Macmillan Cancer Relief and Hotels.com. I grew the agency's writing capacity and helped maintain creative standards. Successfully pitched for Nintendo, Hotels.com, The Phobics Society, and Morgan Lovell.

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

## Awards

International Automotive Advertising Awards. Gold. England's Real Passion.  
International Marketing and Advertising Awards.  
Gold. Best Use of Sponsorship. Carbonfootprint.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.