

# Julian Williams

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## Profile

I am an ambitious and knowledgeable copywriter with more than 30 years' industry experience, majoring on research to obtain the very best for any given brief. I work well under pressure and to deadline, within a team or independently. I'm currently looking for a position in a challenging environment within which I can use and extend my writing skills.

## Work history

### **2007 - present      Freelance copywriter**

Concepts and words for print, press, web, video, radio and speech for advertising, PR and design agencies.

- Working closely with agencies and direct clients.
- Self motivated, eager and enthusiastic on every brief.
- With an accent on the spoken word.

### **2003 - 2006      Commercial scriptwriter**

Providing an independent advertising scriptwriting service to local and regional radio stations including all stages of script production from brief to clearance and traffic.

- A no-sausage-factory commitment to the creation of original scripts.
- Co-ordinating/directing actors, studio hire and recording sessions.
- Award winning work.

### **2001 - 2002      Commercial Production      Saga Radio**

Responsible for the creative output of the radio station including scriptwriting and client liaison. Also responsible for the commercial production unit including one staff member.

- Accounting for the many elements of commercial production.
- Building rapport with clients via client visits.
- Delivering creative script solutions.

**1997 – 2001                      Copywriter    Barkers**

Working in partnership with an Art Director, producing through-the-line creative for a range of business to business and business to consumer clients.

- Team work that bore award winning results.
- An accent on the spoken word.
- Responsibility for work experience students.

**1994-1997                      Copywriter    RDP**

Fundamentally working in the agriculture and agrochemicals sectors, producing concepts and copy for press advertising and printed collateral.

**1992-1994                      Resident Writer    British Steel**

Working in-house, copywriting on a wide range of advertising projects. Included scripting and producing five videos on steel manufacturing processes.

**Previous experience**

Apricot Computers, writing my first piece of writing collateral, and then Brookes & Vernons as a Junior and then full time Copywriter.

**Other experience**

For five years, in amongst the above, I had a weekend job as a Sales Manager for a local picture framing company. Meeting the public face on was a breath of fresh air, helping my copywriting in many different ways.

**Earlier years**

President of Kidderminster College Students Union, founder and editor of the college magazine and contributor of articles to local press.

**Interests and hobbies**

Writing theatre, radio and film scripts with short film Les The Punter now in production. Other interests include photography and dog walking.

**References available on request**