

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 - 2017 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.

- The creation of original scripts to deadline.
- Liaising with clients for script approval.
- 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