

Julian Williams

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Profile

I am a 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 an 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 majority of the station's radio advertising output including brief writing, scriptwriting and client liaison.

- 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 advertising collateral, and then Brookes & Vernons as a Junior and then full time Copywriter.

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.

Additional information

Portfolio examples and other relevant information can be viewed at www.julian-williams.co.uk

References available on request