

RIK BROWN | Senior Writer

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Award-winning conceptual creative with a proven track record of solving business problems for global clients and challenger brands. With a background at global advertising and branding agencies, I have written everything from 360° advertising campaigns to tone of voice guidelines, as well as CDing award-winning campaigns and maintaining relationships with clients and stakeholders.

SKILLS

Copywriting | Art Direction | Campaign Strategy | Creative Direction | Mentoring | Collaboration | Presentation | Stakeholder Management | Film & Print production | Microsoft Office | Adobe Creative Suite | AI prompt engineering

AWARDS

Cannes: Cyber Lion (as CD), 1x Bronze, 2x Finalist (1 as CD); **D&AD:** 3x Wood, Graphite; **Campaign:** 3x Silver, Nomination (as CD); **BTAA:** Silver; **Creative Circle:** Silver, 2x Shortlist (1 as CD); **One Show:** Finalist (as CD); **Clios:** Silver; **EPICA:** Bronze, Finalist (as CD).

EDUCATION:

BA Hons English Literature / Italian, University of Reading
BTEC Diploma, Advertising Copywriting and Art Direction, West Herts College

WORK EXPERIENCE:

May 2017- present: Senior Copywriter, Freelance

Working at: VML, Ogilvy, The Pharm, AMV, VaynerMedia, MullenLowe, Wunderman Thompson, Leagas Delaney, M&C Saatchi, McCann, Havas Helia, ELVIS, Zulu Alpha Kilo, Drum, Landor, DesignStudio, EveryFriday, Propellerfish, Slider, GSK, Zurich Switzerland, This Here

Working as a senior copywriter at a range of advertising and branding agencies on advertising campaigns, brand guidelines, tone of voice guidelines and brand development. (Sometimes collaborating with an art director, and sometimes working solo.)

- Produced scripts for radio and TV commercials, as well as headlines and copy for display advertising, social media posts, web pages and emails;
- Delivered two global launch campaigns for Avon;
- Designed experimental social campaigns to identify target audiences and inform the strategy for the Biotene campaign in North America;
- Also delivered business to business strategic campaign thinking, internal information videos, development of brand tone of voice, and consistent copy for brand guidelines;
- As a freelancer, became expert at collecting briefs with little or no previous knowledge of the client, getting up to speed quickly and producing work of a high standard to tight deadlines.

Jan 2010 – May 2017: Creative / Creative Director, Leo Burnett London

Combined creative work with Creative Director responsibility on P&G EMEA, McDonald's Happy Meals, Kellogg's EMEA, Homebase, and Littlewoods, mentoring teams and regularly presenting work to global stakeholders.

- Delivered the P&G Capital Clean Up campaign for the London Olympics, which featured at several awards shows, and successfully launched the Magic Eraser across EMEA;

- Maintained relationships with complex global stakeholder structures on P&G and Kellogg's, presenting to large groups of high-ranking clients and selling in new campaigns for Corn Flakes and Flash / Mr. Clean;
- Co-ordinated international creative work on P&G, working with partner agencies to produce consistent materials and build through-the-line campaigns;
- Mentored creative teams, improving their work and producing powerful multimedia campaigns for Homebase, McDonald's and Littlewoods, including the Littlewoods Christmas push, a Happy Readers campaign and the repositioning of Homebase with 'Life Improvement';
- Wrote successful campaigns for McDonald's, Kellogg's, Co-op, Homebase and Littlewoods, including the Co-op Foods Christmas campaign, the collaboration of Littlewoods with Colleen Rooney and the launch of the McDonald's Signature range of premium burgers.

Apr 2007 – Jan 2010: Creative / Creative Director, BBH London

As well as writing in a creative team, became Creative Director on Mentos, Vigorsol and Frisk, and occasionally on BA and Barclays. Became adept at presenting work and directing and mentoring young creative teams, leading to a Cyber Lion as CD on Mentos.

- Developed a rewarding relationship with the Perfetti client team in Italy, navigating cultural differences to sell in multiple campaigns for Mentos, Frisk and Vigorsol;
- Wrote campaigns for Heineken, Vodafone, Desperados, Baileys, LG, AEG, KFC and British Airways;
- Created a campaign strategy for Levi's 501, and a TVC which was awarded at the Clios, Cannes and Creative Circle.

Apr 2005 – Apr 2007: Creative, BBH New York

An exciting adventure at the BBH New York office which taught me the challenges of global markets.

- Overcame the introduction to a completely different culture by adapting to fit a new market's tone of voice and sense of humour / humor;
- Wrote campaigns for Johnnie Walker, BA, Dyson, All and Axe;
- Created a blended typeface for Johnnie Walker Red Label;
- Wrote a collection of Johnnie Walker posters for an airport terminal takeover.

May 2000 – Apr 2005: Creative, BBH London

Starting on work placement, set the bar high by producing a TV campaign before even getting hired.

- Won the Paddy Power pitch, producing a TV and print campaign which was recognised by Campaign, BTAA and D&AD;
- Produced campaigns with celebrities including Jennifer Saunders (Barclaycard), Sir Bobby Robson (Barclays) and Ke Huy Quan (Lynx);
- Helped to create and define the Woolly and Worth characters for Woolworths;
- Learned to produce work in every medium, writing campaigns for Boddington's, Castlemaine XXXX, Audi, Bertolli, Flora Pro-Activ, Murphy's, AEG, Ginsters, British Airways, British Midland, T-Mobile, ITV, Mail on Sunday, Barnardo's, and One2One;
- Helped BBH become Agency of the Year in 2003, 2004, and 2005.