

## Jonathan Fitzgerald Copywriter

### About

With over 20 years in marketing, I'm highly experienced in advertising, direct marketing, brochures, digital and social content – for both B2B and B2C audiences. A versatile wordsmith and ideas person, I'll nail the brief and get you the results you want, on time every time.

### Core skills

Long and short copy  
Content creation  
Strategic thinking  
Ideas and concepts  
Presenting  
Creative direction  
Mentoring

### Agencies

Here are some of the agencies and clients I've worked for recently:

Golley Slater	Bosch: multi-channel. Nationwide: multi-channel. Otium Living: brand guidelines, website content St James's Place Wealth Management: brochure copy
Havas Helia	Volvo: CRM emails. GWR: CRM emails. English Heritage: CRM emails
Spark 44	Jaguar, Land Rover: integrated communications
Rapp London	Virgin Media: digital content and social. Open University: direct mail. SAP: social and EDM
Cogent Elliott	Land Rover: EDM and social content
Prophecy Unlimited	Barratt Homes: digital content. Lexus: DM, internal communications
McCann Birmingham	Vauxhall: trade press. Coventry Building Society: multi-channel campaign
Sapient	Sky: EDM, retail press. Vodafone: retail press
M&C Saatchi Lida	Boots: CRM. Vodafone DM
Ogilvyone	Goldman Sachs: brochure work and toolkit. IBM: DM. British Airways: EDM and DM

### Direct client experience

Auto Trader	Trade and consumer literature, website copy and dealership collateral
The BBC	Integrated campaigns and media ideas for BBC Local Radio
Concordia	Website content
Ash Lacy Fabrications	Brochure copy, website content
Tisserand	Branding and packaging ideas. Launch of product range in USA

### Awards

One Show Finalist. Cannes Silver. Cannes Bronze. Campaign Poster Finalist. Campaign Direct Commendation. Campaign Direct Finalist. DMA Grand Prix. DMA Gold. DMA Silver. Precision Marketing Gold. John Caples Gold. John Caples Silver. John Caples Bronze.

### Education

1989-1990. Watford College	Diploma in Advertising Copywriting
1986-1989. University of Bristol	1 <sup>st</sup> in Political Science