

Steve Aston.me

I'm an award-winning creative copywriter who's delivered striking concepts, share-worthy digital work and seductive copy for a huge number of brands.

I love working on briefs that require a big idea but as a writer I'm also very skilled at either creating or applying a brand TOV to engage customers. I enjoy working in larger teams and on bigger multidisciplinary projects, particularly those involving digital innovation or UX. Stints as a freelancer have made me adaptable to new working environments and able to forge productive relationships very quickly. Lots of my positions have been leadership roles and I find mentoring junior creatives very rewarding. I'm happy to be client-facing and have persuasive presentation skills. I feel it's important to have an expanding skill set – at the moment that means polishing my video editing.

Before I moved into advertising, I was a journalist. As brands now need to produce compelling content online and in social media, my grasp of editorial principles and storytelling come in handy. Not so helpful – I once worked on an oil rig.

Experience

Nov 2020 –

Senior Copywriter • BT and EE

In November, I moved in-house at **BT** to work on a digital transformation project. As part of an agile squad I created materials to encourage customers to do more online, a project with huge benefits in terms of churn and revenue. I then moved to the SME team to head up copy on customer projects across **BT** and **EE**.

Dec 2019 – Nov 2020

Senior Copywriter • Wunderman Thompson

I joined Wunderman Thompson to form a creative team, working on campaigns for **EE**, **BT**, **HSBC**, **GSK**, **Shell** and **British Gas**. I produced DM, Email, social and SMS ideas to tight deadlines. Highlights included creating an overarching brand idea 'Are You With Us?' for **EE's** relaunch of their broadband offering, which will run across all BTL comms into 2022.

Jan 2019 – Dec 2019

Freelance Senior Copywriter

In 2019, I helped peer-to-peer lender **Zopa** reposition themselves as one of the UK's newest banks. I worked on the launch of the **Huawei** P30 smartphone and revamped broadband and phone provider **Sure's** website copy, followed by conceiving and scriptwriting for **Hilton** at independent agency Slider. I then completed a stint as a conceptual creative for This Here, an influencer marketing agency, on **The North Face**. From May - August, I was working at Publicis agency MSL Group, on **AB InBev** and **EY**. Then I moved to VaynerMedia on **Unicef** and beauty brand **SK:II**.

Sept 2018 – Jan 2019

Copy Lead • Barclays

Through Oliver, I livened up **Barclays** on and offline customer communications, with a new, more human TOV. I also improved the UX copy for their payment app **Pingit**. Both required working directly with the client and managing my time on multiple projects at once.

Apr 2018 – Sept 2018

Freelance Senior Copywriter

Freelance campaign work at Blackbridge Communications on **Capital One**, **KPMG** and **Lloyd's of London** and **South Western Railway** and **Yo! Sushi** for NuFu.

Dec 2017 – Apr 2018

Creative Director • Paymentsense

Fin-tech company **Paymentsense** needed a creative overhaul to raise their profile and reflect their challenger brand status. I led a team of copywriters and designers on a complete rebrand creating a TOV, look and feel – this included everything from their marketing and campaign material to employee branding and an improved website.

Aug 2017 – Nov 2017

Senior Creative • Leo Burnett

At Leo's I worked on digital campaigns for **McDonalds** alongside a revamp of the company's sustainability and social programmes. I also worked on the website and campaign for **Nexium**.

Dec 2015 – Jun 2017

Creative Lead • MullenLowe

One of MullenLowe's biggest clients, **SEAT**, felt creatively unloved. I was hired to turn things around, working with the creative teams, writing, concepting and building a much stronger relationship with the brand.

Successful work included a unique interactive TV ident campaign, the launch of the SEAT Ateca and even an innovative store concept in Lakeside. I then became Creative Lead on **Harley Davidson** and Senior Creative on **Knorr**, **Persil**, **Captain Morgan**, **Western Union** and **Etihad**. I was also Creative Lead on a ground-breaking bot for **Diageo Classic Malts**, which picked up two Campaign Tech Awards.

Dec 2011 – Jan 2014

Senior Creative Team • Havas London

Working on pan-European campaigns, this role needed creative excellence and also tenacity to make sure the agency was winning international campaign work within the Havas network. As a team, we created countless campaigns for **Peugeot** cars and vans, including a unique stop-motion ad which ran across Europe and performed way beyond expectations. I also worked on other accounts such as **CityJet** and **Chivas**.

Dec 2010 – Dec 2015

Freelance Senior Copywriter

Before and after my stint at Havas, I freelanced at agencies large and small. I worked on **TalkTalk** at CHI & Partners, **Google** at Adam&EveDDB, **Sainburys** and **Fiat** at AKQA, **Jaguar** and **Land Rover** at Spark 44. **Canon** at TMW and **Sky** at Sapient Nitro.

Dec 2008 – Nov 2010

Head of Copy • TalkTalk

TalkTalk needed a capable creative to ensure brand consistency in-house and across its ATL and BTL agencies. Reporting to the Marketing Director I created a TOV, brand guidelines and updated its online presence – while leading a small dedicated studio to produce TTL work.

Education

Cardiff School of Journalism
University of Liverpool

Postgraduate Diploma in Journalism
BSc Physics 2.i, MSc(Eng) Materials Science

Contact: 07855 520931
Email: steveaston@outlook.com
Book: www.steveaston.me
LinkedIn: www.linkedin.com/in/steve-aston/

Endorsements

'Steve is a witty, flexible and speedy writer. The Creative Lead for us on SEAT, he single-handedly ran the account day-to-day. SEAT was a very fast turnaround, demanding client and Steve was great at juggling multiple projects for them at once, including TV, print, radio and digital. He's your go-to guy for a clever headline in record time.'

– **Eloise Smith, ECD, MullenLowe London.**

'Steve's great. Understands things quickly, has a good sense of humour and is super trustworthy. Our agency Slider have used Steve for a variety of styles, long-form, campaigns etc, and he always steps up. He's also bailed me out on a few projects where the subject matter is a little heavy, since he takes the time to understand the subject thoroughly before he writes. I'd fully recommend him.'

– **Steve Lucker, Owner, Slider Creative.**

'I always enjoy working with Steve. His thinking and ideas are fresh. His copywriting and wordsmithing are sharp. He always delivers and he's always a team player. Terrible jokes though.'

– **Paul Waddup, CD, Wunderman Thompson.**