

# BECKY HOB DEN

## SENIOR COPYWRITER

**Email:** rebeccahobden@gmail.com

**Tel:** +44 (0)7908 719 642

**Address:** 15B, Langham Road, N15 3QX

**Portfolio:** beckyhobden.carbonmade.com

### SKILLS & EXPERTISE

Copywriting  
Creative Writing  
Concepting  
Creative Direction  
Advertising  
Mentoring  
Creative Strategy  
Direct Mail

### EDUCATION

2004-2007:  
**Nottingham Trent University**  
2:1 BA Hons, Theatre Design

2003-2004:  
**Central Saint Martins School  
of Art and Design**  
BTEC Foundation Diploma  
in Art and Design

### WHO AM I?

I'm a conceptual copywriter with eight years' experience across both commercial and charity sectors. Give me your brief and I'll fight the blank page fear until I've cracked it. I love indulging in long copy but enjoy the challenge of short. Whether it's an OOH ad or a global brand proposition, I give it my all – that's how I learnt, and how I continue to learn. A highly visual thinker, I love getting involved and seeing my work through from concept to completion.

To top it off, I'm not bad to have around the office. I'm friendly, tidy, enjoy being part of a team, LOVE mentoring junior creatives and genuinely care about my colleagues. I also firmly believe that anyone who microwaves fish in an open plan office should be fired on the spot.

### WHAT I'VE DONE SO FAR

#### **Senior Copywriter at Open**

*Dec 2013 – Present*

Fundraising presented a new challenge and the chance to make a difference in the world. As well as mentoring a couple of excellent Junior Writers, I've also been fortunate enough to spend the last few years creating work for a wide variety of clients, helping to raise millions of pounds for excellent causes.

Clients: Comic Relief, Unicef, Cancer Research UK, Sightsavers, Christian Aid, Greenpeace, The British Heart Foundation, Shelter, WaterAid, WWF & many more

#### **Copywriter at TBCH (Targetbase Claydon Heeley)**

*April 2011 – Dec 2013*

After plugging away on the reception desk for two years, I got my break at the sadly now-defunct TBCH – something I'll always be grateful for. I cut my teeth on countless print ads and digital jobs for Three Mobile, charity campaigns and some pretty nifty New Business mailers.

Clients: Three Mobile, Samaritans, Post Office, The Prince's Trust, Bentley, Smile Train, The British Lung Foundation

#### **Costume Dresser at Les Miserables**

*Mar – May 2008*

There's no biz like showbiz. I learnt that there's no such thing as a small part (only a bad actor) and that there's nothing more humbling than having to collect numerous pairs of sweaty nude pants at the end of the show. From here, a move into advertising was obviously the next logical step...

#### **Costume Designer/Maker at The New English Contemporary Ballet**

*June – Dec 2007*

I was hired on the basis of my graduate exhibition – a very proud moment for me. I designed and made over 100 costumes for The Nutcracker with the smallest budget imaginable. I also managed a small team of student interns and acted as Wardrobe Mistress during the run. Baptism of fire would be an understatement.

**My references are available  
on request.**