

Tim Shaw CV

Senior Copywriter

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CAREER PROFILE

Tim Shaw is a copywriter and content creator who has developed engaging communications for major brands across a broad range of industry categories.

Tim's digital experience encompasses customer engagement campaigns via eDM and e-newsletters, online banner advertising, native advertising, online written content, web video and creating websites for major corporations.

Tim has a strong understanding of SEO principles, information architecture and UX/CX best practice. He also has solid skills and experience in using content management systems, particularly Adobe Experience Manager.

In addition, Tim has written numerous large-scale TV campaigns, innumerable radio ads, press advertisements, brochures and editorial.

He is a seasoned expert in creating the appropriate tone of voice for a brand and its audience. Tim also has a proven ability to translate complex information into succinct, clear and engaging communication.

Tim's strengths include his creative thinking abilities, his broad general knowledge, his capacity to empathise with his audience, his polished writing skills, his flexibility and ability to learn quickly.

EXPERIENCE

COPYWRITER AND CONTENT MANAGER (CONTRACT)

ANZ

July – October 2017

Key roles and experience

Writing and editing content for refresh of 'Ways to Bank' section of anz.com.au website

Authoring content into CMS (Adobe Experience Manager)

Optimising content for SEO

Optimising content in line with information architecture and content plan

Optimising content for CX

Implementing stakeholder feedback

Writing and editing articles for 'First Home Buyer' hub microsite

Managing stakeholders

Project management and version control

**COMMUNICATIONS SPECIALIST
CARESUPER
March – July 2017**

Key roles and experience

Creating digital customer engagement campaigns using eDM and eNewsletters
Writing blog articles
Writing brochures and product guides
Managing stakeholders
Creating and managing communication calendars
Briefing designers
Project management of printed material

**FREELANCE COPYWRITER
April 2016 – March 2017**

Key Roles and Experience

Creating digital customer engagement campaigns using eDM and eNewsletters
Strategising staged delivery of eDM campaigns
Writing copy for websites, microsites and landing pages
Creating online video content for consumer audiences
Scripting explainer videos for B2B audiences
Creating online banner advertising
Writing Facebook advertising
Writing copy for brochures

Key Clients

Financial Services

Allianz
Mercedes Benz Financial Services
ANZ
Cbus
NAB

Health

BUPA

Automotive

BMW
MINI

Property

Cbus
Brookfield

Retail

OfficeMax

TUTOR
RMIT University
February to July 2016

- Taught copywriting to second-year students in the Bachelor of Communications (Advertising).

SENIOR COPYWRITER
TOWN SQUARE (formerly OBM Advertising)
August 2006 – April 2016

Key Roles and Experience

Creating online communication campaigns
Creating advertising campaigns for radio, TV and print media
Writing copy for websites, microsites and landing pages
Writing copy for brochures - digital and print
Writing newsletters, press releases and editorial

Key Clients

Financial Services

IFM Investors

Property

Delfin Lendlease

Devine

Tourism

APT

Primary Industry

Weir Minerals

Education

University of Adelaide

SENIOR COPYWRITER
JWT MELBOURNE
1998 - 2006

Key Roles and Experience

Creating advertising campaigns for radio, TV, outdoor and print media

Key Clients

Automotive

Ford

Shell

FMCG

Kraft

Berri

Nestle

Technology

Hewlett Packard

Ericsson

Vodafone

COPYWRITER
MOJO MELBOURNE
1995 - 1998

Key Roles and Experience

Writing print and radio advertising
Writing brochures and other collateral

Key Clients

Financial Services

Esanda

Government

Public Transport Corporation

Hospitality and Tourism

Jetset

Hertz

Tourism Victoria

Windsor Hotel

V/Line

EDUCATION

Bachelor of Arts

University of Melbourne

AFA Copywriting Traineeship

RMIT University

For examples of Tim's work, please visit www.tshaw.com.au