

Jenny Bond – Freelance Copywriter

Tel: 07974 731 326
Email: jbond@bondco.co.uk

Freelance

2016 to date

- *Saatchi & Saatchi - Pampers, Head & Shoulders, Oilatum, HSBC*
- *Ogilvy & Mather - Philips*

Ogilvy & Mather, Senior Copywriter

2010 - 2016

- Accounts including Dove, The Spectator, Grant Thornton, The Wildlife Trusts, Huggies, Philips, Barclays, BiteBack, Hellmann's.
- Creating fully integrated campaigns including TVC, print, digital, experiential and outdoor.
- Developing work for both local and global markets that respects cultural nuances.
- Successful brand launch and re-launch campaigns.
- Shortlisted at Cannes 2012 and BTAA 2013 for BiteBack charity film. 6 Cannes 2016 shortlists, 3 Silver Clio and 4 Kinsale Bronzes for Naturewords print campaign.

Freelance

2009 - 10

- Worked directly for a number of clients, including ads and translation-polishing for a Swiss bank, Web content and emails for a luxury cosmetics house, and a 36-page fund brochure for a UK asset manager. Tiny projects - such as devising the name for a friend's new upmarket tea brand - were mixed with longer copy tasks, such as writing the website for an independent Conservation Consultant. In between, I buzzed in and out of a number of agencies, in London and Europe, from small specialist shops to large multinationals.

Leo Burnett, Senior Copywriter

2006 - 2009

- In Atelier, Burnett's specialist Beauty division, I created a distinctive tone of voice for cosmetics and skincare brands including: Herbal Essences, Wella, Max Factor, SK-11, Aussie and Net-a-Porter.
- My pitch-winning work for Herbal Essences became the brand's big-budget global campaign. (Yes ... yes ... Yes! As the brand might say.)

JWT, Creative Director

2000 – 2006

- Hired originally as Creative Director on the Mercury Asset Management business, my work helped make its evolution into Merrill Lynch Investment Managers a success.
- My financial experience was also valued on the HSBC, AXA and ABN AMRO accounts.
- Extensive involvement with Label, JWT's beauty division, on Rimmel.
- Produced cut-through print, TVC and radio for Veet, Boots, Mazda and Kelloggs.

CCHM, Creative Consultant

1997 - 00

- A senior writing and advisory role on M&G, Barclays Global Investors, Private Label Mortgages.

Hill Murray, Creative Director

1992 – 1997

- Built up and led a department of 15 creatives
- Won the Fidelity Investments, Coutts, and Independent Financial Advice accounts on the same day.
- Fronted pitches, developed strong client relationships, fostered direct marketing skills within the department.

Previously:***Saatchi & Saatchi Direct, Head of Copy***

- Hard-hitting, fast turnaround copy on Hewlett-Packard, British Airways, Great Universal Stores.

BMP Business

- A business-like approach for Costain, Pitney Bowes, Halifax Property Services.

The Creative Business

- An excellent cross-category training ground, where I first worked on Unilever (when it was Lever Brothers).

Education: BA English, Oxford University***RECOMMENDATIONS***

Jenny absorbs a brief faster than any writer I've ever met. She gets what you want. She gets what your client needs. She gets the brand. And she gets on with it. I've called for Jenny whenever I had a Gordian Knot of a problem that needed to be resolved with a light touch, or whenever I had complex and contradictory requirements that had to be handled with elegance. Jenny is a rare talent - a right-brained and left-brained writer, who can invent and write and advocate with articulacy and clarity.

Charity Charity
Global Creative Director
Saatchi & Saatchi London

I first encountered Jenny during a global agency effort to create a new campaign for a multi-million dollar international brand. She created a delightful, strategic campaign which won the clients over and went on to become the global advertising for the brand. Over the three years I worked with her, I found Jenny to be a terrific writer and a strong visual thinker as well. She easily handled all stages of advertising campaign development, including impossible deadlines and constant changes. Jenny's writing is as sophisticated, witty and fun as she is.

Dan Brooks
Executive Creative Director
Atelier Leo Burnett New York

I worked with Jenny for 5 years, and she has a natural ability with a brief to take it in all directions very quickly. Her knowledge within Beautycare is incredibly authoritative - this includes skincare, make-up and hair advertising. She crafts her copy beautifully, with a lovely turn of phrase that is hard to find in this category, and is able to apply her skills not just to the big TV and print ideas, but also through the line.

Robin Harvey
Creative Director
Atelier Leo Burnett London

When Jenny and I worked together, she tackled countless dry or dry-ish briefs set in the thin soil of financial services: her ability to come back time after time with armfuls of fresh, bright, original stuff that you wished you'd thought of yourself was quite extraordinary. And she's just as good when it comes to producing something too, being a) a writer who can really write, and b) an absolute pleasure to work with.

Lucian Camp
Creative Director
Tangible Financial London