



JANICE TURNEY: CREATIVE

I'm a conceptual copywriter based in the South West. For the last seven years I've been working in consumer relationship marketing, helping some of the nation's most loved brands make – and maintain – contact with the people that matter to them most.

Prior to that I worked in London at some great agencies, including JWT. I love storytelling. And with experience spanning TV, press ads, digital, social and DM, I can help solve creative problems holistically, from a through-the-line perspective.

KEY INFORMATION

Current Role: Freelance Creative, JType Ltd
Key Skills: Copy | Concepts | Digital & Social Media
Contact Details: janice@jtype.co.uk
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EMPLOYMENT DETAILS

August 2010 – September 2018: Senior Copywriter, Prophecy Unlimited, Bristol

- Creative Lead for Cow & Gate
- Line Manager to a small team of Copywriters
- Developing campaigns for key clients: Aptamil, Cow & Gate, Costa, Barratt Developments, BMW Genius
- Client facing (presenting to clients)

July 2007 – July 2010: Senior Team/ Brand Guardian (Whiskas & Pedigree) BD, London

- Integral part of the agency's new business pitch team - wins estimated at £8million+
- Developing integrated campaigns for key clients: Whiskas, Pedigree, Arla, Orange, Coca Cola GB, Nike GB
- Developing a wide range of pro-active concepts throughout the business
- Client facing (pitch presentations, presenting to clients)

June 2006 – July 2007: Senior Copywriter, JWT, London

- Senior copywriter for the Vodafone and Weight Watchers accounts
- Developing and managing the client's expectations
- Developing pro-active concepts for Vodafone as part of the agency's new business strategy

May 2003 – June 2006: Conceptual Copywriter, B'lowfish Advertising, London

- Conceptual copywriter for several leading youth brands, including Virgin Mobile
- Responsible for approving copy style and tone of voice across the accounts
- Developing concepts with my art director reflecting consumer trends and popular culture



KEY PROJECTS & RESPONSIBILITIES

2017 / Cow & Gate (CG baby club)

- Creation and development of 'Labours of Love' campaign including 2-minute film, digital & social
- Concept creation of social media campaigns, including the brand's first Facebook Canvas

2015 / On maternity leave

- Responsible for cuddles on demand and caring around the clock
- Creation of mummy blog - Prettymumdane

2014 / Aptaclub

- Creative development of new website, articles and content

2010 / Whiskas (Australia)

- Creative development of 2010 brand platform Cats Love Whiskas
- Creation of award-winning 'Pledge Your Cat's Love' campaign across TV, OOH, experiential, digital & social

2009 / Lurpak

- Creation of 'Rent-a-Hen' experience, which allowed consumers to 'virtually' rent a hen for a week and receive their fresh eggs in time for breakfast

2008 / Orange

- Pro-active creation of a 5-year eco manifesto for Orange, including advertising, experiential & digital
- Successful presentation to the Head of Corporate Responsibility

2007 / Vodafone

- Creative development and implementation of TTL campaign for mobile Internet launch

2006 / WeightWatchers

- Concept and development of TTL media, which vastly increased new and lapsed membership
- Development of 20 and 30 second TVC

2005 / Virgin Mobile

- Concept and development of experiential activity supporting ATL campaign
- Development of dog judo viral campaign

EDUCATION & QUALIFICATIONS

Higher Education:

Watford College; PDD Journalism, Advertising & Writing for the Media, 1999 – 2000
University of Portsmouth; BA (Hons) Art, Design and Media (2:1), 1996 – 1999

Things I like:

Motherhood, retail therapy, textile | interior design, train sets, contemporary fiction

Address:

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