

Jody Medland →jodymedland@aol.com  
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“Jody Medland is a true **copywriter**; a wordsmith with utter dedication to his craft.”

**Rory Sutherland, Vice Chairman of Ogilvy & Mather**

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## Recent Employment

### Senior Copywriter & Project Manager:

**Pen Works Media, London** (December 2017 – March 2018)

Scouted and booked exhibition venue • Assembled database of media contacts • Created press release and developed publicity strategy • Edited and designed print-ready documents for final hardback book • Ran marketing meetings, setting tasks and deadlines for my creative team • Dealt with logistics of shipping and printing • Uploaded project to distribution channels, such as Waterstones and Amazon • Created newsletters • Ran social media channels throughout.

### Senior Copywriter:

**OnBrand Group, London** (February 2016 – November 2017)

Planned and executed content for new web site • Created tender documents to pitch for contracts • Liaised with clients as a Creative Account Manager • Mapped out IVR designs and wrote scripts for telephony services as well as in store radio channels, focusing on the customer journey • Ran marketing meetings, setting tasks and deadlines for my creative team • Created newsletters and direct mail content for existing customers, as well as new customers we highlighted for business.

### Freelance Copywriter:

**Brave Spark Media, London** (January 2016)

Generated creative ideas to pitch to client, *House of Fraser* for Valentine's Day • Liaised with client via consultations and meetings • Reached agreement to run social media campaign where we would tell popular love stories via short, snappy videos using Emoji's from the i-phone • Wrote scripts that covered the love stories of Posh & Becks, Kim & Kanye, Elton & David, Kate & William and Romeo & Juliet – all under the tag-line: *Get Emojional! Happy Valentine's Day from HoF* • Directed voiceover artists in recording studio to capture audio for short films.

### Senior Copywriter:

**Everest, Hertfordshire** (August 2014 – October 2015)

Created official tone of voice document • Liaised with marketing team to ensure connected messaging across all avenues, (social media, direct mail, television, radio) • Researched customer journey and actioned ways to improve it • Highlighted flaws in customer experience and created a system to deal with complaints more effectively • Wrote all online copy for launch of new web site • Created content calendar highlighting what content was needed, when it should be published and on what channels it should be released • Pitched creative concepts to CEO • Wrote press releases and contacted local and national papers to negotiate placements • Wrote monthly scripts for inbound and outbound call teams, as well as monthly e-mails to connect with potential leads • Ran outreach campaigns to increase the company's visibility and improve customer relations.

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## Agency Work

I have worked as a copywriter within an agency setting for:

**Ogilvy & Mather, London** (Sporadically between January – June 2013)

**The Fink Agency, London** (December 2010 – March 2012)

**Guerilla Vision (now Recipe), London** (February 2009 – October 2010)

## Freelance Work

I have worked extensively as a freelance copywriter on a range of temporary contracts:

### Senior Copywriter:

**Furniture Village, Slough** (April – June 2014)

Tasked with changing public's perception of the company · Planned strategy to make the company more appealing to a younger audience · Analysed key demographics of target audience and highlighted ways to improve customer journey · Created content strategy for the benefit of the marketing department · Ran seminars and held one-to-run training, teaching staff about copywriting and good general practices on social media · Altered internal habits and put focus on creating more actively engaging content · Linked online campaigns with live, in-store events · Implemented change to advertising process, using people in their ads as opposed to just products · Made it clear that *Furniture Village* used the same suppliers as *John Lewis* and *House of Fraser*, revamping their image greatly in the public eye.

### Proof-reader, Editor and Creative Copywriter:

**TRA (The Real Adventure Agency), Bristol** (January - March 2014)

Attended marketing meetings · Proofread print and digital content for final sign-off · Worked with graphic designer to create bespoke brochure for *Clarks*, winning a contract in the process · Provided original copy for a host of blue chip companies, including *Walkers*, *Cow & Gate*, and *Aptamil*.

### Mid-weight Copywriter:

**Merlin Fabrics, Devon** (December 2013)

Created web site from scratch with SEO specialist · Researched direct competitors · Monitored web traffic on a daily basis · Monitored sales results on a weekly basis · Generated fresh blog content every week with high SEO value · Helped maintain site and within 6-months of going live, *Merlin Fabrics* increased its annual profits by nearly 300%.

### Mid-weight Copywriter:

**Santander, London** (September - November 2013)

Headhunted to tighten up the copy across entire web site, with a focus on personal and student banking.

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## Senior Copywriter, Screenwriter & Producer:

### **Recipe, London** (March-June 2012)

Created multi-discipline integrated campaign to engage the *Powerade* community, recruit new drinkers through a free sports bottle promotion and heighten the perception of *Powerade* as the official hydration partner to the Olympic Games • Used Twitter, Facebook and the famous iconic *Coca Cola* digital site at Piccadilly Circus to promote the “Think You’re Fast?” campaign, giving budding amateur sprinters the chance to set a personal best on the Olympic track • Created a film that put the audience on the track with Jessica Ennis and encouraged viewers to tweet a picture of themselves in the “On Your Marks” position for a chance to win a prize!

## Mid-weight Copywriter:

### **SKY at the O2 Arena, London** (Intermittently 2009-13)

Created Business-to-Client copy for SKY’s web site, as well as an ongoing list of POS and merchandise, clearly outlining what rewards could be enjoyed by each and every one of their customers throughout the country.

## Writer’s Awards

**Competition Winner** (“One to Watch” Award) for self-published debut novel, *The Moors* - 2015

**Best Film Winner** (South Africa Film Festival) for feature film *The Adored* - 2013

**Best Film Nominee** (Iris Film Festival) for feature film *The Adored* - 2013

**Gold Medal Winner** (Race for Apps) for interactive App, *Track the Ripper* - 2012

## Additional Skills and Info

### **Previous Clients:**

\* **Banking:** Barclays, Deutsche Bank, Lloyds, NatWest, Santander, The Royal Bank of Scotland  
**Education:** AD-SKL, LRN-UK, Ravensbourne, Wolverhampton Council **Entertainment:** MTV, SKY, The O2 Arena, The Royal Oprah House, Virgin Media, Wowcher **Fashion:** Merlin Fabrics, Mistura, Paradizia **Promotions:** Eyecandy, Mash Marketing, Promote, RPM **Other:** British Airways, British Gas, Clarks, Cow & Gate, Marks & Spencer, Nesquik, Prestige Marine, St. John Ambulance, Tesco.

### **Software:**

\* **Office 2010:** Outlook, Microsoft Word, PowerPoint and Excel

### **Other:**

\* Driven individual and dynamic team member • Enthusiastic photographer • Established public speaking skills • Full clean driving license • Public Relations and Media knowledge • Supervision experience in small, medium and large teams • Talented writer (billings, books, manuscripts, original content, project manuals, proposals, transcripts, short and long copy, screenplays, etc).

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**References** are available upon request.

**Thank you** for your time. I hope to meet you regarding the position.

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