

I enjoy writing anything and everything (and other words too). All sorts of words in all sorts of orders. From a tweet to a novel I'll write it, and I'll enjoy writing it!
(I'll even enjoy writing a CV)

Researching, finding a unique insight and then building an idea around it. I love the creative process. Problem-solving in new ways, and seeing a thought that started as a little scribble become something big in the real world.

I have skills ranging from generating ideas to scamping, presenting and crafting them up. I can write long form copy just as well as I can write a tweet. I have an understanding of writing for SEO, and I am comfortable using the Adobe Creative Cloud.

Education

**Creative Advertising - BA (Hons) First Class
University of Lincoln (2015 - 2018)**

The course gave me an introduction into the world of advertising from strategy to copy and design.

I chose to study advertising at uni as I really want to use creativity to do a bit of good in the world.

Top Skills

Creative Concepting

Writing

Presenting Ideas

Adobe Creative Cloud

Scamping

(Especially IG Story Storyboards)

Contact Me

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Work History

**Junior Copywriter - Concrete Communications
(Sept 2020 - Present)**

Sole copywriter in a small marketing team. Responsible for pretty much any words that leave the agency. Social posts, newsletters, and emails campaigns.

**Junior Creative Copywriter - Drum OMG
(Nov 2019 - June 2020)**

Working across all Omnicom Media Group clients coming up with partnership and talent led activations. Retained work for Jura Whisky and B&Q social channels.

**Creative Placement - Leo Burnett
(Nov 2019)**

A very short placement, I was offered a permanent job elsewhere on only my second day. I did work for McDonald's, and just about got my email set up.

**Freelance Junior Creative - Keko London
(Sept 2019)**

Worked on a social brief for the Middle East, and ideas for a launch campaign of a new model of luxury SUV.

**Copywriter Intern - Critical Mass
(June - Sept 2019)**

Writing customer-facing digital copy for social and websites, primarily for automotive brands. SEO writing, proofreading, conceptual creative, and pitching.

**Creative placement - Sense London
(May 2019)**

Working on brands from maple syrup to wine. Helping on pitch work and campaign ideas for experiential activations.

Before Working

**Havas Doorway Hosted by British Arrows Doorway
(Nov 2018)**

As one of only a handful of successful applicants I was selected to attend the agency open day for young talent.

**Yellow New Blood Pencil Winner
(2018)**

'The Last Housing Minister' for the Nationwide and Shelter copy based brief.

**3rd Year Course Rep
(2017/18)**

Voice between students and lecturers. Areas such as deadlines, the studio space and organising an all year industry visit.