

Chalky White

SENIOR COPYWRITER

Summary

I am adept at the strategic thinking that underpins all good writing and can apply this to write for any audience in any medium. I know how to get the best out of colleagues and clients and am always calm under pressure.

I've developed these skills working in all kinds of environments, from big companies to small companies to client secondment; for every type and size of client from multinational brands to one-man-bands; and across all disciplines from TV to DM to the web.

Whether you are looking for big ideas or content detail, I am capable and creative, a pragmatic and experienced copywriter that you can rely on to get the job done.

Experience

May 12 - present: McCann Enterprise
(Senior Copywriter)

Accounts included: Ideal Standard, Nestlé, Tata Communications, Toshiba, Zurich Insurance.

1999 - May 12: Zeus Advertising
(Copywriter / Founder)

Accounts included: AOL, BBC, CNBC Europe, EMAP, Monster, New Scientist, Notting Hill Housing, The Wall Street Journal Europe, ValueClick, Yamaha and a wide variety of small clients.

1997 - 99: Tugboat
(Creative Director / Founder)

Accounts included: BBC, Yamaha, Avia.

1996 - 97: Dolphin
(Creative Director)

Accounts included: BBC, Yamaha, Telewest, Budvar, Smash Hits, Q magazine.

1995 - 96: CDP Integrated
(Head of Copy)

Accounts included: Honda, Yorkshire Bank, JAL, Guardian Direct.

1988 - 95: Ogilvy and Mather
(Copywriter)

Accounts included: Guinness, Ford, American Express, Shell, WWF.

1987 - 88: School of Communication Arts

1985 - 87: Route One Ford (Car Salesman)

Skills

Honing my B2B copywriting.
Working as Creative Lead on several global accounts.
Mentoring junior writers.

Putting all the aspects together: creative, account handling, strategy, planning, production, web design and writing for the web.

Understanding the business side of advertising.

Working faster and getting the best out of others.

Working through the line and supervising others.

Learned the ropes: working in a big organisation and across all media.

Learned to be creative.

Learned to sell.

Examples

You can see some of my work at: gardner-white.co.uk

Software

Basic use of InDesign and Photoshop.
Competent with Office and Wordpress.

Education

I worked at O&M for three months before the guy who hired me realised that I'd been to university – he wasn't interested in my education, only my ideas. However, if you're interested...

1987 - 88: School of Communication Arts

1981 - 84: Manchester University (BA Economics)

Additional information

I am married with one child and one dog. I ride a Brompton folding bicycle and am an experienced triathlete, who enjoys competing in eccentric races. I also like taking B&W photos with vintage film cameras and printing the results in the darkroom.

I am called Chalky because there were seven Davids in my class at school.