

# Gary White

## Copywriter

### AREAS OF EXPERTISE

*Content creation*

*Product descriptions*

*Writing press releases*

*MS Office products*

*SEO copywriting*

*Article writing*

*Proof reading*

*Blog writing*

### PROFESSIONAL

*Typewriting - Vocational  
1,2,3  
(City & Guilds)*

### PERSONAL SKILLS

*Accuracy*

*Target driven*

*Conceptual thinker*

*Competitive*

### PERSONAL DETAILS

*Gary White  
34 Made Up Road  
Coventry  
CV66 7RF*

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*DOB: 12/09/1985*

*Driving license: Yes*

*Nationality: British*

### PERSONAL SUMMARY

A multi-skilled copywriter with good all-round writing and creative expertise. Very capable with an ability to identify and then deal with a client's needs and then translate them into crisp, compelling, creative and informative copy. Experienced in providing motivation & guidance to colleagues to produce copy write for products that will have a real impact on the lives of people. Having excellent interpersonal skills, a good communicator, emotionally mature; calming and positive temperament with an understanding disposition.

Now looking for a new and challenging position, one which will make best use of my existing skills and experience and also further my personal development.

### WORK EXPERIENCE

***Marketing & Digital Media Company – Coventry***  
COPYWRITER June 2008 - Present

Working as part of a team of professionals. Writing clear, consistent and engaging copy for a range of audiences including, clients, consumer, senior managers and colleagues.

#### ***Duties:***

- Writing short focused, concise and engaging material for different markets.
- Promoting a clients brand image in the best possible way.
- Carrying out research for articles.
- Involved in writing for campaigns and banners.
- Presenting various options to clients, ideas, samples etc.
- Working in a range of different writing styles across various platforms.
- Working with a talented mix of designers, writers and account managers.
- Conducting in-depth telephone conversations with clients.
- Researching a client, their market and also their competitors.

### KEY SKILLS AND COMPETENCIES

- Flexible, versatile and able to quickly move between projects.
- Experience of working within a media / digital agency.
- Ability to produce creative and informative writing.
- Impeccable spelling and grammar.
- Experience of numerous media platforms i.e. digital, TV, DM, outdoor and press.
- Strong attention to detail.
- Can work well within a team.
- A natural interest in reading and writing.
- Ability to produce outstanding copy under pressure.
- Able to meet deadlines.
- Totally comfortable writing in multiple styles and for multiple formats.

### ACADEMIC QUALIFICATIONS

Creative Writing Enterprise Foundation Degree  
***Nuneaton University 2005 - 2008***

A levels: Maths (A) English (B) Technology (B) Science (C)  
***Coventry Central College 2003 - 2005***

**REFERENCES** – Available on request.

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