

Guy Swimer

Award-winning copywriter with a range of creative and account management experience

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Overview

- Advertising copywriter with experience across radio, digital, press and posters
- Graduate of UK's leading advertising creative course
- Previously account manager at global ad agency.

Copywriter, Freelance February 2009 – Current

- Writing and producing digital and audio campaigns. Clients include: Spotify, COI, Ford, Virgin Media, Suzuki.
- Creating and presenting ad campaigns, overseeing all aspects of the creative process from brief to finished ad.
- Involved with launch of Spotify in 2009. Brought in at beta testing stage, to advise on the advertising model. Produced the first bespoke campaign to run on Spotify in the UK.
- Currently teamed with Claudia Got, Art Director (ex-Grey NYC).

Eardrum London February 2005 – 2009

Copywriter

- Creating campaigns for the UK's leading Audio Advertising agency. Clients included T Mobile, Nokia, Tiscali Broadband, Volvo Europe, Toyota, Sky, Levis, Lynx (Winner of Aerial Award), Johnson & Johnson, COI, Dove, Persil, Comfort (Nominated for Aerial Award), The Advertising Standards Authority and others...
- Also working closely with clients to plan and develop strategy and evaluate campaigns, focusing on accountability of creative work. Involved in working on and presenting new business pitches and identifying potential clients and new revenue streams for the agency.

West Herts College. Post Graduate Diploma with Merit in Copywriting & Art Direction 2004 – 2005

Graduate of the UK's leading advertising school. Specialized in copywriting and trained in writing concepts across all media, including TV, digital, brochure, DM press & poster copy.

Songwriting, touring and performing in Europe, US & Latin America 2000 – 2004

- Songwriting credits include: 'Boy,' 'Forever Loved,' 'Don't Look Back' - EMI Publishing; 'Goodbye,' 'Take Flight' 'It's Enough' - Warner/Chappell Publishing; 'What I Want' - Carlin Music Publishing
- Performance credits include: Winner, 'International Festival of Benidorm.' Spanish version of 'Pop Idol' in front of TV audience of 40 million across Europe, US & Latin America.

Account Manager, Abbott Mead Vickers BBDO 1995 – 2000

- Account Manager for London office of global agency, working on UK and pan-European advertising campaigns worth up to £125m, across TV, press, posters and radio.
- Responsible for day to day running of campaigns, including development of creative briefs, presentation of campaign ideas, budgets and all aspects of the production process. Clients included: BT, BT Business, Pepsi Worldwide, Quorn, Wrangler Jeans, Yellow Pages and Kiss FM.

Education

Sheffield University 1992 – 1995

BA Hons Social & Political Studies, 2:1, 1992–1995

Cheadle Hulme School, Cheshire 1981 – 1995

9 GCSE's, 3 A levels, English - B, Biology - B, Religious Studies - A

Other Interests

Youth leader 1989 – 1995

Leader for youth group. Responsible for planning and running activities for Children aged 8-16, including leadership on summer and winter programmes across Europe and Asia.

Editor, Youth Magazine September 1993 – 1994

Co-Editor of National Magazine, including development and layout of editorial content, readership over 5000.

Long suffering supporter of Manchester City FC!