

Sadie Majer.

Senior Creative Copywriter.

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copywritersadie.com

Skills & Strengths.

- *Developing engaging, brand-ownable tone of voice.
- *Creating strategically sound concepts across any channel.
- *Selling ideas through compelling storytelling.
- *Leading and winning pitches without fluster.
- *Running and directing photo or film shoots.
- *Presenting confidently to clients and wider teams.
- *Applying meticulous attention to detail to all aspects of writing.
- *Managing and developing junior team members.

Education & Training.

St Mary Redcliffe, Bristol, 1999-2006
10 GCSEs A*-C | 4 A-Levels A-B

Driving test, 2005
First-time pass and clean driving licence

University of Plymouth, 2006-2009
BA (Hons) English with Media Arts, 2:1

Truro College, 2008-2009
OCR Teeline Shorthand, 60 words/minute

The Drum, 2014
Pitch Skills & Creative Thinking Training

Women in Advertising & Communications, London (WACL), 2016
Speed mentoring

NABS, 2019
Confidence & Gravitas Masterclass
Building Brand You

Phoenix Training, 2021
Leadership & People Management

Awards.

GRAMIA Awards 2010 Best Website, Ginsters
MAA Awards 2013 Best Social Media Campaign, Hubba Bubba
Live & Breathe Shining Star Award 2013, '14, '15 Outstanding agency contributions
IPM Awards 2017 Silver, Häagen-Dazs & Wimbledon
IPM Awards 2018 Bronze, Häagen-Dazs & Wimbledon
P&G Rising Star 2019 Global shortlist
Independent Agency Awards 2021 Best Use of Copy, Nature's Bounty

Career highlights.

- *Winning 3 out of 3 global pitches I led whilst at Grey for Courvoisier, Purina and Nestlé Cereals - opening the door to multiple new projects.
- *Winning a Best Website award for Ginsters in my first agency job, aged just 21.
- *Developing the Facebook revival campaign for Hubba Bubba - which grew the page from zero to 1.1million and won a Best Social Media Campaign award.
- *Creating award-winners for Häagen-Dazs & Wimbledon two years in a row.
- *Winning a Best Use of Copy award for a brand tone of voice I solely created.

Experience.

Head of Copy (following 6-month freelance stint) Initials, London, July 2019 - present

Work: TV, experiential, in-store comms, e-comm, press, social, OOH, digital.

Clients: Hovis, Philips, Pepsi, Walkers, McVitie's, Nature's Bounty, Hansgrohe.

Senior Copywriter Grey, London, January 2016 - May 2019

Work: TV, experiential, press, social, OOH, direct, digital, in-store comms.

Clients: Braun, Bose, Volvo, Gillette, Febreze, Bold, Old El Paso, Häagen-Dazs, Lucozade, Helly Hansen, Courvoisier, Jim Beam.

Senior Copywriter Live & Breathe, London, June 2013 - October 2015

Work: TV, radio, OOH, press, social, in-store comms, experiential, promotions, packaging.

Clients: Peroni, Birds Eye, Kahlúa, Martell, Malibu, Morrisons, Jacob's Creek, Campo Viejo, Cancer Research, Dove, Lynx, Kwik Fit, Thomas Cook.

Copywriter Mesh, London, November 2011 - June 2013

Work: Social, consumer and trade advertising, in-store comms, packaging, web content.

Clients: Maltesers, M&M's, Skittles, Absolut, Warburtons, Champagne Lanson, Halifax.

Copywriter Bluestone360, Plymouth, September 2009 - November 2011

Work: Direct mail, consumer and trade advertising, web content, advertorials, packaging.

Clients: Ginsters, Wrigley's, Um Bongo, Danepak, National Trust, Proton Cars.

References.

Have a peek at my [LinkedIn](#) to see what others have to say about me.