

Alex Wilson-Smith – Senior Copywriter

Contact/ Folio

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Summary:

- COMPANIES: McCann Worldgroup, Leo Burnett, Publicis, TBWA, Jung von Matt, Saatchis, BT, BCG etc.
- AWARDS: Experiential, OOH, radio and short film. Geography BA hons/ Southampton University.
- CHANNELS/ SKILLS: campaign concepts, integrated, UX copy (portals and apps), long copy, social display/ content, experiential, B2B, B2C, retail, CRM, SEO, TV, video, radio, OOH, print, direct, pack copy, brochures, magazines, internal comms, manifestos.
- SECTORS: fmcg, financial, automotive, fashion, alcohol, sport, tech, telecoms, luxury, consumer health, hospitality, not-for-profit, film, music, tourism, government, employer branding.
- OTHER SKILLS: Can think visually and know my way around Adobe/Affinity, iMovie and Garageband. Plus MS Suite/Teams, Figma, JIRA, Slack. Fluent German, ok French.
- Currently freelancing and involved in proactive projects. E.g. a social campaign for Age UK/ Neverland London. (Please see 'One offs' in folio).
- Kidney transplant patient. Registered disabled.

Awards:

Bronze, Art Directors Club, for BMW world map press ad.
Silver, Art Directors Club, for Afri Cola radio ads.
Bronze, Art Directors Club for Sixt rent-a-car 'Arabic' poster.
Gold, WARC Awards content effectiveness. Whiskas Cardboard Box 2.0.
Gold, Ramses Radio Award, for Afri Cola radio ads.
Best Radio, ARD Radio Award, for Afri Cola radio ads.
Gold, Das Plakart, for Sixt Car Hire poster.
Best Short, Greenwich Film Festival for 'Grandpa'.
Best Short, Berlin Film Festival for 'Grandpa'.
Best Short, Villeurbanne Film Festival for 'Grandpa'.
Golden Boot Award, Portobello Film Festival for 'Grandpa'.

References/ folio reviews:

Peter Souter – chairman and CCO, TBWA London:

'There's some lovely writing on your site Alex. You are a proper craftsman. "Warm to the cold" is just a sensational endline. Lots of great writing in the Rocco campaign too.'

Felix Dürichen, Head of Design Europe at DJI Frankfurt. (Previously Design Director on Maserati at Geometry Frankfurt.)

'Thank you Alex for all your patience and for writing such beautiful stories like for Maserati. I really appreciated your reliability and was happy to have you in my team.'

Mark Denton – founder, Coy! Communications:

'Being nosey I had a look at your other stuff. You probably don't need me to tell you that you've got some great ideas there.'

Vicki McGuire – ECD Havas London:
'Nice work.'

Jean-Remy von Matt – joint owner, Jung von Matt:
'In the 20 years of Jung von Matt, many creative talents have joined and left the agency. Maybe 10% of them I will always remember. And from those I will always remember, there is another 10% whose excellent work I will never forget. Alex belongs to this last group.'

Freelance employment. Main projects 2014 to present

2019 – 2023

Serviceplan Cologne/ Hartmann B2C pharma. Retail and digital concepts.

BT Business. UX copywriting on portals and apps, for four Agile squads.

M&C Saatchi Sport & Entertainment. Integrated/social concepts for new alcohol product pitch.

Publicis.Emil London/ Mercedes-Benz. Added sparkle to web copy for five models, wrote global posters and helped develop 360° integrated campaigns.

Saatchi pro London/ Oracle Cloud. Delivered a multi-channel paid social campaign.

McCann Worldgroup Frankfurt/ Opel. Responsible for the UX copy and tone of Opel Europe's e-mobility hub. Also a multi-stage eCRM campaign for the Grandland X and 27 posts for an Instagram wall celebrating 120 years of Opel.

2014 – 2018

Publicis.Sapient/ HSBC business banking app. Sole freelance writer responsible for all UX copy.

Publicis.Sapient/ Lloyds Banking Group. Edited best practice guides on Devops, Agile etc. (Digital and video.) Helped develop UX copy for Nissan Kicks launch app, through sister agency LBi Digitas.

Leo Burnett/ United Swiss Bank. Developed Twitter campaigns for United Swiss Bank, targeting high net worth individuals.

Geometry Global/ Maserati and Leica. Sole copywriter, providing global e-CRM and retail copy. Researched and wrote two 35-page+ customer magazines. Injected emotion into the brand tone of voice. Also involved in Leica new product launches through social, video and B2B.

Havas Worldwide/ Deutsche Bank. New positioning statement.

Eat, Sleep + Design Berlin/ Rodenstock Rocco eyewear. Copy for a pan-Euro fashion project, including retail posters and free in-store bags. Plus video/digital social content for brand relaunch.

The Boston Consulting Group. Long copy for a 50th anniversary campaign, social posts for BCG careers and a YouTube video for TED@BCG. Developed the B2B launch statement for Damco Twill: a digital freight forwarding startup client of BCG.

Previous permanent employment

Jung von Matt Hamburg. Above the line/ integrated projects for BMW, Mini, Sixt, Sparkasse Bank and Wirtschafts Woche

TBWA Paris. Above the line/ integrated international projects for Nissan, Jameson Irish Whisky and Energizer

Brands worked on

Mars, Peperami, HP Sauce, Walkers Crisps, Dr Oetker, Coca Cola, Afri Cola, Rubicon, Nestlé Fitness, Kellogg's Special K, Sukrin Sugar Alternative, Dove, Energiser, Lever Comfort, Oil of Olay, MAC Cosmetics, Davidoff, Chanel Egoiste, Goertz shoes, Vision Express, Jameson Irish Whisky, Jim Beam, Bulleit Bourbon, Benson & Hedges, RAW Tobacco, Mercedes-Benz, Daimler Chrysler, Alfa Romeo, BMW, BMWi, Maserati, Renault Sport, Volvo, Nissan, Smart Car, Opel, Mini, Suzuki, Volvo Construction Equipment, VW Commercial Vehicles, Sixt, Quadriga Exec Car Hire, EuroNCAP, HSBC, Lloyds Banking Group, Deutsche Bank, United Swiss Bank, Sparkasse Bank, Daimler Chrysler Bank, investEU, KPMG, The Boston Consulting Group, ACCA, Sage, Team Radar, tombbo.com, Klarna Credit, Allianz Insurance, ERGO Insurance, Merck, Damco Twill, Team Radar, RWE, DHL, Shell, Rentokil Initial, Indeed Recruitment, Property Live, Wirtschafts Woche Magazine, Greenpeace, NHS, British Heart Foundation, charity:water, McDonald's, IKEA, Screwfix, Iceland, Hülsta, Gunwharf Quays, Virgin Red Letter Days, adidas, Nike, Fitbit, Olympics 2012, Eurosport Player, O2, T-Mobile, Sony Ericsson, LG, Orange U24, Vietnamobile, Nokkia, Deutsche GigaNetz, BT Business, EE Business, Visit Scotland, Singapore Airlines, Berlin Brandenburg Airport, Last Minute, Citizen M Hotels, Sky, Radio 5 Live, MTV, Sat 1, Blue Yonder, Hallmark Books, Rodenstock Rocco Eyewear, Ziggy Zoog fashion, NEFF, Boehringer Ingelheim, Health Circle, Hartmann B2C/B2B (pharma), Elevenfifteen agency, Nikon, Leica, LafargeHolcim, ADC Germany.