

Digging deep into research, finding a unique insight, building an idea around it, procrastinating for a couple of days, then finally putting pen to paper - I love the creative process.

Problem-solving in new ways, and seeing a thought that started life as a little scribble become something big in the real world.

As a creative with copywriter leanings I enjoy writing anything and everything (and other words too). All sorts of words in all sorts of orders. From a tweet to a novel I'll write it, and I'll enjoy writing it! (I even enjoyed writing this CV)

## Education

### **Creative Advertising - BA (Hons) First Class University of Lincoln (2015 - 2018)**

I chose to study advertising at uni to learn how to use my creativity to do a bit of good in the world. The course gave me an introduction into the world of advertising with lessons in strategy, design, copywriting, stand up comedy and baking.

### **3rd Year Course Rep**

The voice between students and lecturers discussing areas such as deadlines, the studio space and organising an all year industry visit.

### **Yellow New Blood Pencil Winner (2018)**

'The Last Housing Minister' for the Nationwide and Shelter copy based brief.

## Top Skills

Creative Concepting

Writing

Humour

Presenting Ideas

Adobe Creative Cloud

Scamping

## Contact Me

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## Work History

### **Midweighth Creative - Gravity Road (Aug 2022 - Present)**

Currently working across various digital campaigns, social first and always on executions.

### **Creative Copywriter - Keko London (Jan 2022 - Aug 2022)**

Worked on campaigns for luxury brands across email, social and digital. Created TOV guidelines for, and launched a brand new art investment platform.

### **Copywriter - Decathlon UK (Apr 2021 - Jan 2022)**

As part of a new internal creative studio I helped create a new set of UK based brand guidelines. Working day to day on concepting campaigns and creating digital ad copy.

### **Junior Copywriter - Concrete Communications (Sept 2020 - Apr 2021)**

The sole copywriter in a small team. Worked on social posts, newsletters and emails campaigns.

### **Junior Creative Copywriter - Drum OMG (Nov 2019 - June 2020)**

Working across all Omnicom Media Group clients on partnership and talent led activations. Retained work for Jura Whisky and B&Q across social and digital channels.

### **Creative Placement - Leo Burnett (Nov 2019)**

A very short placement, I was offered a permanent job elsewhere on only my second day. I did a bit of work for McDonald's, and just about got my email set up.

### **Freelance Junior Creative - Keko London (Sept 2019)**

Worked on global social briefs, and campaign launch concepts for a for a new model of luxury SUV.

### **Copywriter Intern - Critical Mass (June - Sept 2019)**

Writing copy primarily for automotive brands. Social, SEO writing, proofreading, conceptual creative and pitching.

### **Creative placement - Sense London (May 2019)**

Working on brands from maple syrup to wine. Helping on pitch work and campaign ideas for experiential activations.

### **Havas Doorway Hosted by British Arrows Doorway (Nov 2018)**

As one of only a handful of successful applicants I was selected to attend the agency open day for young talent.