

SOPHIE LEEMING

Creative Copywriter

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Over ten years of advertising experience for both consumer-facing and B2B clients. Working across various sectors and channels, I'm primarily a conceptual thinker, skilled at crafting copy and writing content too.

Freelance

Creative Copywriter | *Manchester, Jan 2024 - Present*

Modern Milkman

Creative Copywriter | *Manchester, Nov 2022 - Dec 2023*

Lead creative on this waste-fighting milkrounds first campaign-led initiatives including the King's Coronation and Christmas. All while creating their highest revenue-generating email comms to date and creating their first printed catalogue.

Responsibilities: *Creative concepts, SEO blog content, CRM communications, product descriptions, web/app copy, catalogue creation.*

Freelance

Creative Copywriter | *Manchester, 2018 - 2022*

Freelance projects included kickstarting the social media of an award-winning architect with a bang, bringing conceptual thinking to a high-end luxury travel agent, and helping Saint Lucia to remain a top destination for travellers - even through a global pandemic.

Responsibilities: *Creative concepts for videos, press and campaigns. Content creation, design, art direction, video editing and WordPress.*

Clients: Saint Lucia Tourism Board, Lusso Travel, Worldwide Escapes, Richstone Properties, MPSL Architects, The Avenue Agency.

Havas Lynx

Creative Copywriter | *Manchester, 2015 - 2018*

I was responsible for a global social media campaign for Multiple Sclerosis - creating the tone of voice and overseeing all creative copy. Beyond this, I helped the wider healthcare agency on new business pitches, worldwide projects and congresses.

Responsibilities: *Concepts for video scripts, press ads, congresses, and games. Content creation, overseeing and signing-off creative.*

Clients: The World vs. MS, Astra Zeneca, Merck, Sanofi Genzyme, Roche, Novartis.

McCann

Creative Copywriter | *Manchester, 2012 - 2015*

Developing ideas from concept to completion, I worked my way up from placement to Lead Creative of multiple accounts in under three years. Pitches, TV, press, radio, fashion, casting for shoots, I got stuck into as much as possible.

Responsibilities: *Campaign concepts, developing brand guidelines, look-books, POS and on-shoot creative support.*

Clients: Aldi, Jacamo, SimplyBe, JD Williams, CrossCountry, IHG, Liverpool ONE, Npower, Shire, Ella's Kitchen.

Ogilvy

Creative Intern | *London, August 2012*

Where it all began. With a small portfolio of ideas to my name, I landed an opportunity at one of the UK's biggest agencies. Here, I worked on the Ford car account, creating campaign ideas for the new Ford Transit and Ford ST.

Responsibilities: *Creative concepts, brews.*

Clients: Ford.

University of Salford

BA (Hons) Graphic Design - 2:1

ABTA

Social Media in Travel Course

SuperHi

Advanced WordPress Course
