

Sarah McCarthy

F R E E L A N C E
C O P Y W R I T E R



Website: www.creativecopy.co.za

Email: sarah@creativecopy.co.za

Mobile: 0753 111 0001

Address: Marylebone

Nationality: South African

Visa: UK Ancestry Visa

WHY USE ME?

- Twenty years' copywriting experience – with over ten years in London
- From conceptualising print campaigns to writing interactive digital experiences, I'm at home writing for all types of media
- I always go the extra mile and I fit in wherever I work. I'm usually invited back to work with the same companies and agencies
- Conceptualising is my passion... I love simple ideas that work
- I'm motivated. I work quickly. And I'm always keen for a new challenge
- Postgraduate diploma in copywriting at AAA School of Advertising
- Bachelor of Commerce degree majoring in Economics and Financial Accounting with additional subjects English, Marketing and Psychology chosen for copywriting career
- "A" aggregate and award for the best English essay in the country for final year at school

EMPLOYMENT HISTORY

July 2006 to 2016:	Freelance copywriting in London
July 2004 to June 2006:	Ogilvy & Mather, Cape Town
Jan 2001 to June 2004:	Freelance copywriting in South Africa
1999 & 2000:	Previous London experience
1997 & 1998:	Permanent position in South Africa

FREELANCE COPYWRITING IN LONDON: 2006 TO 2016

PURSUIT COMMUNICATIONS (2016)

Capita

Case studies showing how The Internet of Things will revolutionise roles and disrupt industries and how technology has the ability to streamline the medical sector.

KCOM

Print 'coffee table' booklet featuring the IT and telecoms company's four core services.

SPACE NK (2013 TO 2016)

As the only writer, I gained invaluable retail experience by completing all the copywriting for the following:

- Visual Merchandising: Concepts and copy for in-store campaigns including window strap lines, hotspots, cashwraps, etc.
- Events: In-store posters and other promotional material for all events held with global makeup artists, brand founders, etc.
- Print: Spring, Summer, Autumn and Christmas catalogues for UK and US, campaign catalogues, promotional GWP leaflets, etc.
- Emails: UK and US weekly emails; emails to N.dulge members, including monthly newsletters, birthday and promotional emails
- Website: rotating monthly UK and US homepages to match the VM campaigns as well as product copy for the new brands added
- Banners: sales, promotions, stores opening and closing, etc.

BURBERRY (2014)

I needed to quickly master the specific Burberry tone of voice to complete the following:

- In-store interactive digital experiences and consumer leaflets
- Name generation for new products and special-edition releases along with tag lines, internal concepts and proposals
- Burberry and partner retailer website copy
- Lookbooks and style guides
- A complete manifesto (inspiration, vision and mission) for the new skincare range

2012

THE COMMUNICATIONS AGENCY

RBS/Natwest

I was hired as an investment copywriter to write literature for a new investment product offering from the group

COMMUNICATION BY DESIGN

Huawei

Interactive trade stand concept and copy

BT

Emails and landing pages for BT's sponsorship of 2012 Olympic Games

OGILVY (REDWORKS)

Unilever

During my third return to Ogilvy, I worked on the Surf/Persil "Dirt is Good" campaign

2011
HSBC

The third time I returned to work for the bank, I completed a 4-month contract rewriting the website according to strict templates as well as researching and writing financial articles for the bank.

SAPIENT NITRO
Vodafone

B2B technical tone-of-voice emails, web pages and white paper

2010
OGILVY ONE
American Express

Tone-of-voice copy guidelines
Emails: concepts and copy for different card benefits
Rewrote Australian website

Unilever

Shop West End VIP campaign: microsite, competitions, etc.
Lifebuoy campaign for AMET markets: website, email and SMS
PERSIL/OMO/SURF campaign for AMET markets: print, posters, interactive banner ads and mobile phone games

BT
British Gas
Nestlé

BT Infinity emails, BT consumer emails, BT B2B product emails
Emails and leaflets for various B2B offerings
Nestlé infant nutrition podcasts, banner ads and emails

2009
COMPASS GROUP

Wrote six different websites for this catering services group for their different market sectors. After the copy was complete, I moved across to the web development company where I managed the content population of the 500 pages of copy and optimised them for SEO. I was given 'admin' access to the CMS to change the website structure and headed up daily conference calls with the stakeholders
www.compass-group.co.uk

2009/2008
HSBC

I worked in the marketing department as a print copywriter, writing a number of key projects:
- Revising the tone of voice for the consumer banking business and rewriting all consumer communications
- HSBC Premier welcome packs sent to all Premier customers
- HSBC Plus print campaign which was extended online
- Several saving and investment brochures
- I also produced digital content for the online team

2007
OGILVY INTERACTIVE
BT

'Superhero' Direct Mail campaign for BT Business IT Manager
Total Broadband campaign

Unilever

Consumer section of Flora Hearts website

Kodak

Becel/Flora master banner campaign for UK and Europe
Kodak Online Shop and banners

PROXIMITY LONDON	
Procter & Gamble	Product section of the Oral-b UK website Campaign for Braun's new range of razors
Intercontinental Hotels	Holiday Inn autumn campaign: print, banners, landing page Holiday Inn sponsorship of the London Marathon: print, banners, promotional items, etc.
Royal Mail	Responsible Mail section of the Royal Mail website Special Stamps Post Office poster campaign Smilers personalised stamps through-the-line campaign
Eurostar	Autumn breaks emailers to Paris, Brussels and Avignon
Save the Children UK	HIV Prevention "Memory Book" brochure
2006	
MODEM MEDIA	
HP	Media agnostic concept for an IT asset management system
Lloyds TSB	Banner campaign and landing page for Advantage credit card Internet banking log-off banners
HARRODS	Toy catalogue for Christmas 2006 Christmas Hamper catalogue for 2007
TICKETMASTER	Mastered their CMS to update their websites and produce Ticket Alerts on a daily basis

DIFFERENT SECTOR EXPERIENCE

RETAIL & BEAUTY	Space NK Burberry Bodas Harrods Woolworths (SA's M&S) Truworths Yardley
FINANCIAL	HSB RBS/Natwest American Express Lloyds TSB Old Mutual (South Africa's largest financial institution) Sanlam Investment Management (Asset management) DirectAxis (Personal loans) First for Women (Insurance)

AUTOMOTIVE & TRANSPORT

VW
Peugeot
Eurostar
Monarch Airlines
South African Airways
C2C Railways
Intercape Sleepliner

TOURISM, HOSPITALITY & LEISURE

English Heritage
Intercontinental Hotels
Western Cape Tourism Board
Sun International
Grand West Casino
Ratanga Junction Theme Park

FOOD AND BEVERAGE

Nestlé
Flora
John West Tuna
Jordans Cereal
Parmalat
Pilsner Urquell
Jack Daniels
Moët & Chandon
Bols Brandy
Amarula
Spier Wine Estate, Wine of the Month Club
Idiom Wines, Marklew Wines

TELECOMS/IT

Capita
BT
Vodafone
Huawei
Nokia
MTN (South Africa's largest cellular network operator)
MWeb (A leading Southern African Internet service provider)

SERVICE & ENERGY PROVIDERS

Royal Mail
Ticketmaster
Compass Group
British Gas
Engen
British Petroleum

HOUSEHOLD & HEALTHCARE

Unilever (OMO/Surf/Persil, Lifebuoy Soap)
Procter & Gamble (Oral-b, Braun)

REFERENCES

“It’s not often that I’m surprised, but the ease with which Sarah grasped what we were looking for and simplified complex technical communications was unexpected. I can rely on her to produce creative concepts and solutions, making her a real pleasure to work with. We have been thrilled with her copy, as have our clients, and we look forward to working with her more in future.”

Kelvin Downer, Pursuit Communications 2016

"Sarah is one of those people whose organised intelligence is a real tonic in the frenetic workplace. She properly thinks about briefs, delivers on time and has a tone of voice that is right on point for quality brands. Sarah is also an extremely diligent worker and completes tasks on time and on brief, even working on weekends when necessary. In other words she's a very valuable asset to any company."

Anabel Cutler, Head of Communications, Space NK 2015

“Sarah has been a tremendous asset to the team while she's been with us. She fitted in very quickly and made immediate progress on a number of key projects for HSBC. Sarah responds to direction and feedback positively and flexibly. She also works proactively to include her own ideas and insights. She has been punctual and achieved all her deadlines and has communicated openly and appropriately to ensure all the objectives were met.”

James Sawyer, Creative Services Manager, HSBC 2009

“During her time at Ogilvy & Mather, Sarah has utilised her strong conceptual skills to crack several key campaigns for the agency. She shows enthusiasm for all projects and is able to turn her hand to any and all of them, writing copy to an exceptionally high standard. I would highly recommend Sarah to anyone who is looking for an experienced and well-rounded copywriter. We wish her all the best for her copywriting career in London.”

Kathryn Price, Creative Director, Ogilvy & Mather Cape Town 2006