

JACK DEAN

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ABOUT ME

An experienced creative **B2B Copywriter** working within a creative agency now looking to progress into a **Copywriting and Marketing** role within an established organisation.

Highly regarded for his first-rate communication skills, emotional intelligence, and record of producing compelling copy on specialist topics. An excellent team-player, valued for his enthusiastic and collaborative disposition; which aids his ability as a proactive problem solver, who adapts well to new challenges and takes the initiative to improve the service offering.

KEY ACHIEVEMENTS

- Produced high-quality B2B copy for a portfolio of clients from a range of industries including architecture, finance, tech, politics and the arts.
- Confident in working to client briefs to provide an end-to-end service, within strict time-frames.
- Created engaging copy for the company website and social media, to promote the brand and attract business.
- A track record of effectively developing and pitching new conceptual work to senior leadership.
- Successfully organised and executed large-scale engagement events, such as job fairs, market fairs and press events.
- Provided consistent, collaborative and consultative account management to a range of clients.
- Accredited training in Adobe, Indesign and proficient with CMS systems.
- Advanced knowledge of Microsoft Office.

VOLUNTEER WORK

- Mental Health Ambassador
- Menopause Champion
- Graduate Recruitment Scheme Mentor
- Member of the EDI Group, Women's Learning and Development Group and Social Committee

CAREER EXPERIENCE

Copywriter and Content Manager | Storians | 2022 - Present

A multi-media creative agency focused on generating marketing, advertising and engagement based content for a wide variety of clients and industries to help them realise their potential through impactful story-telling. I joined in 2022 as a **Copywriter** in which I have produced a diverse range of multi-media content, including podcast scripts, advertising campaigns, newsletters, hero pieces, and technical articles and case studies.

- Produced high-quality, compelling content for a roster of clients within professional services, tech, finance, philanthropy and the arts. Providing an end-to-end service, from initial concept or client brief to finished copy, within strict timeframes.
- Managed client accounts with a collaborative and consultative approach to provide the best service and product available.
- Researched and pitched new business opportunities to senior stakeholders and implemented development strategies for the internal engagement and marketing offer.
- Provided a consistently high standard of customer service to all stakeholders.
- Liaised with third-party suppliers to ensure the correct design, production and delivery of superb quality marketing materials on time.

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EDUCATION

BA English and American Literature |
Keele University | 2014 - 2017

Study Abroad Placement |
Colorado State University - USA | 2015

Warwick School
GSCE (11 A-C) | 3 A-Level's
2006 - 2014

CAREER SUMMARY

2022 - Now | **Storians Creative Agency**
Copywriter and Content Manager

2018 - 2022 | **Project Centre**
2018 - 2019 - Bid Administrator
2019 - 2021 - Engagement
Consultant
2021 - 2022 - Marketing Executive

2018 | **MullenLowe**
Intern to the Creative Director

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- Supported on producing a regular podcast with external guests and promoting the topics across multiple platforms.
- Managed the company's social media presence and produced regular content for LinkedIn and produced hero pieces for the monthly external newsletter.
- Monitored current trends and engaged with current affairs to anticipate opportunities.
- Organised internal briefings, meetings and social events within the business to promote good morale and opportunities to connect.
- Provided Mental First Aid to staff.

Marketing Executive | Project Centre | 2018 - 2022

Project Centre was a design, engineering and landscape architecture consultancy with clients across the private and public sector. I joined in 2018 as a **Bid Administrator**, writing case studies and bid submissions for award-winning projects and to gain new business. I then progressed as an **Engagement Consultant**, with a focus on external consultation before helping to grow the Marketing offer as an **Marketing Executive**.

2021 - Marketing Executive

- Supported senior leadership with the development of a new Marketing team.
- Provided copy, design and editorial services for online news stories, case studies, social media posts, award submissions, publications and hard copy marketing materials.
- Coordinated and managed all content for LinkedIn and lead generation campaigns.
- Liaised with senior stakeholders to develop and promote multi-disciplinary team service offers.
- Executed marketing campaigns from conception to roll-out.
- Organised, implemented and attended all external events such as job and market fairs, and acted as the point-of-contact for any issues.
- Attended launch events and other press opportunities to speak on behalf of the company.
- Supported the Marketing Manager with administrative operations for the team, including purchasing and managing supplies and branded merch for external events.

2019 - Engagement Consultant

- Provided copy and design services for all marketing content.
- Collated technical knowledge from SME's to produce relatable and engaging case studies.
- Coordinated and managed all content for LinkedIn.
- Provided copy and design services for engagement materials including virtual and physical surveys.
- Attended public consultation events for the client constituencies to address issues and promote positive engagement with proposed projects.
- Supported the Marketing Manager with all administrative processes and operational functions of the team.
- Managed the Graduate Recruitment Scheme, which assisted Graduates in their knowledge gaps, orientation into the business and career trajectories. This included supporting managers in interviews, rotation scheduling and a point-of-contact for mentoring sessions.

2018 - Bid Administrator

- Produced effective, subject-specific submissions for new business bids and awards, with repeated success.
- Worked with all teams to collate and consolidate content to ensure brand consistency and effectiveness.
- Provided all content for LinkedIn and produced informative and engaging copy for the company website landing pages, articles, case studies and interviews.
- Supported the Bids team with all aspects of office management, administrative duties and operational processes including timesheets, scheduling and efficient project planning.
- Organised meetings and content input from staff across several teams.
- Used administration skills to keep projects organised.