

# **james minta**

## **copywriter**

- The creativity and imagination to bring real originality to a brief
- Excellent short and long copywriting skills
- A solid marketing background (agency and client side)

---

### **personal info**

DoB: **27.10.1970**

Address: **26 Home Road, London SW11 3EZ**

Phone: **07814 581665**

Email: **[jminta@hotmail.com](mailto:jminta@hotmail.com)**

Website: **[www.jamesminta.co.uk](http://www.jamesminta.co.uk)**

---

### **education**

1988-1992	University of Leeds	MA American Lit. BA (Hons) English	Distinction Class I
1986-1988	Colchester VI Form College	A level English A level History A level History	Grade A Grade A Grade B

---

### **awards**

DMA Bronze for Best Use of Copywriting 2009  
DMA Silver for Best Use of Art Direction 2009  
ISP Gold for Best Digital Promotion (multi-platform) 2009

---

### **experience**

To persuade people to develop a meaningful, ongoing relationship with a brand, you have to be relevant, entertaining or useful. And preferably all three. So whether it's websites, banners, social media, DM, newsletters or brochures, I will contribute well-targeted ideas and copywriting that get results. Versatile, flexible – and quick – I'm happy writing short or long copy, comfortable teaming up with art directors and experienced in cracking tricky conceptual briefs. I've worked across the FMCG, financial services, travel and leisure, automotive and charity sectors, for clients including:

**Coca-Cola • Lurpak • Müller • Hyundai • Co-op Bank • Xerox • Anchor • TfL • Vistaprint • Barclays Bank • Canon • John Lewis • BT • Post Office Ltd® • Nescafé Dolce Gusto • Mark Warner Holidays • Alliance & Leicester**

**experience** (*continued*)

**Fast, conceptual senior copywriter at Carlson Marketing: 2007-present**

Carlson Marketing is a Top 100 agency specialising in creating digital experiences that make people engage with brands. Our in-house creative and digital teams work across the full range of digital disciplines: from online advertising and social media to website development, email and mobile communications. I work as one half of the senior creative team, currently working on the Coca-Cola, Hyundai Motors, Müller and Anchor Butter accounts. I also manage a junior writer.

**Much-abused senior copywriter at Relay Marketing: 2002-2007**

Here I worked on successful direct mail and customer relationship management campaigns for The Co-operative Bank, Alliance & Leicester, Coventry building Society and Xerox.

**Freelance copywriter at Barraclough Edwards Chamberlain**

BEC is a direct marketing agency based in Soho. I worked with them on DM campaigns for clients including Nectar and the Thresher Group.

**Freelance copywriter at Aquarium Writers**

At Aquarium I worked on a range of projects for clients including John Lewis, the National Centre for Young People with Epilepsy, Canon, Vodafone, Post Office® Ltd and Mark Warner Holidays.

**Editor at The Communications Team: 2001-2002**

Here I worked on a number of contract magazine titles and developed a very keen eye for detail! Accounts included Barclays Bank, Sport England and the Home Office.

**Freelance journalist at New Musical Express**

Maxing out on '+1s', I reviewed London-based gigs across all genres.

**TXU Energi: 2000-2001**

As a Senior Marketing Executive, I was responsible for supporting the achievement of marketing, sales and business objectives for this major utilities supplier.

**Marketing Officer at University of Surrey: 1997-1999**

As Marketing Officer I fulfilled a variety of editorial and copywriting responsibilities in the production of marketing and corporate communications in the HE sector.

**Faculty Officer at University of Westminster: 1993-1996**

In this role I was responsible for administering a range of University courses.

**stuff I like**

Cut:Copy • Douglas Coupland • The Walkmen • Alan Moore • Mark Watson • Scuba • Mad Men • Team Fortress 2 • Charlie Brooker • Colchester Utd FC • Bill Hicks • Airline Guitars • Spotify • Bret Easton Ellis • Marvel Comics • Curry • David Bowie • Essex County Cricket Club

**employer and client references available upon request**

---