

james minta

senior copywriter

personal info

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education

1988-1992	University of Leeds	MA American Lit. BA (Hons) English	Distinction 1 st Class
1986-1988	Colchester VI Form College	A level English A level History A level History	Grade A Grade A Grade B

awards

ISP Gold	Best Digital Promotion 2010	Coca-Cola	(Coke Zone)
DMA Bronze	Best Use of Copywriting 2009	Lurpak	(Saturday is Breakfast Day)
DMA Silver	Best Use of Art Direction 2009	Lurpak	(Saturday is Breakfast Day)

experience

I'm an award-winning writer and senior creative with over ten years' experience. Versatile, flexible and quick, I'm happy writing short or long copy, comfortable teaming up with art directors and an expert at cracking tricky briefs. I've worked across the FMCG, financial services, travel and leisure, automotive and charity sectors. I also have first-hand experience of devising and implementing tone of voice guidelines for global brands.

So whether it's digital or direct, I'll bring big ideas to your brief and deliver well-targeted, engaging copywriting that gets results. I've already done it for clients including:

**Anchor • Coca-Cola • Müller • Hyundai • The Co-operative Bank • Nectar • Lurpak
Barclays Bank • Nescafé Dolce Gusto • Canon • John Lewis • Post Office Ltd • BT •
Mark Warner Holidays • Cancer Research UK • Coutts • COI • Vistaprint • TfL • Xerox •**

experience *(continued)*

Senior Copywriter at Carlson Marketing: 2007-present

Here I work as one half of the senior creative team on the Coca-Cola, Hyundai, Nectar, Nokia, Müller and Cancer Research accounts. I also manage a full-time middleweight copywriter and a number of freelancers.

Senior Copywriter at Relay Marketing: 2002-2007

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

Freelance copywriter, Barraclough Edwards Chamberlain

Here I worked on campaigns for clients including Nectar and Thresher Group.

Freelance copywriter, Aquarium Writers

Here my accounts included John Lewis, the National Centre for Young People with Epilepsy, Canon, Vodafone, Post Office Ltd and Mark Warner Holidays.

Editor, The Communications Team: 2001-2002

In this role I worked on a number of contract publishing titles, for clients including Barclays Bank, Sport England, the Home Office and the Chartered Institute of Marketing.

Freelance music journalist, New Musical Express: 2000-2001

Singles, albums and gigs reviewer.

Marketing Executive, Eastern Energy: 2000-2001

In this role I was responsible for supporting the achievement of marketing, sales and business objectives for this major utilities supplier.

Marketing Officer, University of Surrey: 1997-1999

I fulfilled a variety of editorial and copywriting responsibilities in the production of marketing and corporate communications.

Faculty Officer, University of Westminster: 1993-1996

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

referees

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