

I enjoy writing anything and everything (and other words too). All sorts of words in all sorts of orders. From a tweet to a novel I'll write it, and I'll enjoy writing it!

(I even enjoyed writing this CV)

Researching, finding a unique insight and then building an idea around it - I love the creative process. Problem-solving in new ways, and seeing a thought that started life as a little scribble become something big in the real world.

I have skills ranging from generating ideas to scamping, presenting and crafting them up.

## Education

### **Creative Advertising - BA (Hons) First Class University of Lincoln (2015 - 2018)**

I chose to study advertising at uni to learn how to use my creativity to do a bit of good in the world. The course gave me an introduction into the world of advertising from strategy to copy and design.

### **3rd Year Course Rep**

I acted as the voice between students and lecturers discussing areas such as deadlines, the studio space and organising an all year industry visit.

### **Yellow New Blood Pencil Winner (2018)**

'The Last Housing Minister' for the Nationwide and Shelter copy based brief.

## Top Skills

Creative Concepting

Writing

Humour

Presenting Ideas

Adobe Creative Cloud

Scamping

## Contact Me

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## Work History

### **Creative - Gravity Road**

**(Aug 2022 - Present)**

I'm working across various digital campaigns, social first and always on executions.

### **Junior Copywriter - Keko London**

**(Jan 2022 - Aug 2022)**

Working on campaigns for luxury brands across email, social and digital. Also created TOV guidelines for and launched a brand new art investment platform.

### **Junior Copywriter - Decathlon UK**

**(Apr 2021 - Jan 2022)**

Part of a new internal creative studio. Helped streamline and create a new TOV guide. Working day to day on concepting campaigns and creating digital ad copy.

### **Junior Copywriter - Concrete Communications**

**(Sept 2020 - Apr 2021)**

The sole copywriter in a small team. Worked on social posts, newsletters and emails campaigns.

### **Junior Creative Copywriter - Drum OMG**

**(Nov 2019 - June 2020)**

Working across all Omnicom Media Group clients coming up with partnership and talent led activations. Retained work for Jura Whisky and B&Q social and digital channels.

### **Creative Placement - Leo Burnett**

**(Nov 2019)**

A very short placement, I was offered a permanent job elsewhere on only my second day. I did a bit of work for McDonald's, and just about got my email set up.

### **Freelance Junior Creative - Keko London**

**(Sept 2019)**

Worked on a social brief, as well as concepts for a launch campaign for a new model of luxury SUV.

### **Copywriter Intern - Critical Mass**

**(June - Sept 2019)**

Writing copy primarily for automotive brands. Social, SEO writing, proofreading, conceptual creative and pitching.

### **Creative placement - Sense London**

**(May 2019)**

Working on brands from maple syrup to wine. Helping on pitch work and campaign ideas for experiential activations.

### **Havas Doorway Hosted by British Arrows Doorway**

**(Nov 2018)**

As one of only a handful of successful applicants I was selected to attend the agency open day for young talent.