

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. I can write everything from long-form copy to a tweet.

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.

Top Skills

Creative Concepting

Writing

Presenting Ideas

Adobe Creative Cloud

Scamping

(Especially IG Story Storyboards)

Contact Me

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Work History

Junior Copywriter - Keko London (Jan 2022 - Present)

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 conceiving 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.

Before Working

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.

Yellow New Blood Pencil Winner (2018)

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