

STEVE PICKARD

COPYWRITER

CURRICULUM VITAE

As you will see from this CV I have a great deal of experience writing copy in every field of advertising and marketing.

I have worked for major above-the-line agencies as well as leading integrated agencies. I have written TV and radio commercials, press ads and posters. I've worked on direct mail advertising. And I've embraced the digital age, writing websites and online advertising.

In fact, I have worked in virtually every medium and product category you can name. And I've won awards above and below the line.

My website www.stevepickard.co.uk contains a few examples of my work, so that you can judge it for yourself. Take a look. Then, if you could use a copywriter with my experience, you can contact me by email or on any of the numbers below.

2002 – PRESENT: FREELANCE

DDB London (Philips)

Joshua (AOL, NatWest, Tussauds, BT Business, M&G)

Chemistry (Transport for London, Timotei)

Euro RSCG Skybridge (Vodafone)

FCBi (World Vision, Clerical Medical, Air Canada, Open University, JPMorgan INVEST)

Space01 (Digital: Space01, Friends Provident, Clerical Medical, American Airlines, Bright Grey, BUPA)

EHS Brann (AA, Tesco, Churchill, British Gas)

Red Cell Response (Iveco, Tetleys)

WDMP (New Business, TalkTalk, Carphone Warehouse)

Propaganda Ogilvy Moscow (Pall Mall, Peter Stuyvesant)

LIDA (Inland Revenue, Matalan, BA Holidays, Liverpool Victoria, Hand Picked Hotels).

1997 - 2002: IMP LONDON - Head of Copy

Accounts: Tony Stone Images, Hulton Getty Picture Collection, Texaco, Alfa Romeo, Fiat, Royal Mail, The DMA, Philips, Carlsberg.

Awards: SPCA, ISP, DMA and New York Art Directors Awards for Tony Stone Images, DMA for Royal Mail. Cannes Direct award for IMP House Ad.

1995 - 1997: FREELANCE

Clients: IMP London, McCann (Thailand), Grey (Dusseldorf), Grey (Prague), The Ingram Company, Cathay Pacific Central Team at McCann Erickson, Hong Kong (Acting Creative Director).

1985 - 1995: MCCANN ERICKSON - Senior Copywriter

Mostly TV and Press

Accounts: Jacob's Bakeries, Yoplait, Goodyear, Club Biscuits, Panasonic, Vaseline Intensive Care, UCI Cinemas, Cereal Partners, Martini, Crosse & Blackwell, Nescafe, Sarson's Vinegar.

1984 - 1985: GRANDFIELD ROURKE COLLINS - Senior Copywriter

Accounts: Rothmans, Peter Stuyvesant, Ramada Hotels, Guinness Book of Records.

1976 - 1984: MCCORMICK PUBLICIS – Copywriter/ Group Head

Accounts: Pirelli Tyres, Leyland Truck and Bus, Renault Cars, Fison's Ethical Pharmaceuticals, Allied Breweries, Sherry Shippers of Spain, Sanatogen Vitamins.

PERSONAL:

Educated at Hull Grammar School and Hull College of Art.

Married with two children.

Interests: Running, golf, guitar, motorbikes and an old Jaguar.

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