


Steve Warnham


Senior Copywriter

CONTACT

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 London, UK

SKILLS

- Long form copywriting
 - Research analysis and narrative creation
 - Copy editing
 - Short form copywriting
 - Video scripting
 - SEO copywriting
 - Project management
 - Reporting and analysis
 - Communication strategy
 - People management and development
 - Tone of Voice development and guardianship
 - Stakeholder management
 - Brand reputation management
 - Fully media trained
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EDUCATION

History BA (Hons) - 2:1

The University of Kent, Canterbury
2008 - 2011

Rainham Mark Grammar School
2001 - 2008

- Awarded A, B, B in A level studies.
- Awarded 11 GCSEs between the grades of A* and B.

BIO

With over ten years' experience, I'm a highly skilled copywriter, editor and creative leader and I'm excited to help you bring your ideas to life with words that truly pack a punch.

I've done it all. From writing social media posts that drive engagement, to crafting action-inspiring ad copy; from creating content designed to convert, to penning articles that raise an eyebrow.

EXPERIENCE

Freelance copywriter, editor and content strategist

August 2023 - present

- Working on a freelance basis to develop and deliver 360-degree content campaigns for a range of high profile clients including LinkedIn, Diageo, Verve Live Agency, The StepStone Group and more.
- Providing services such as copywriting, editing, content creation, and brand consultancy.
- Collaborating closely with clients to an agreed brief and timeline to provide expert copy across written reports, video scripts, online articles and more.

Senior Content and Communications Manager

Totaljobs Group, London
February 2018 - July 2023

- Served as the Tone of Voice guardian for the brand, responsible for creating and overseeing all written copy for advertising, articles, written reports, web copy, social media, and more.
- Created and led on the delivery of Totaljobs' external communications strategy, which aimed to enhance the brand's reputation across owned, earned, and paid media channels.
- Set objectives and KPIs, to ensure output drove measurable impact through increased brand awareness and invoiced sales through lead generation.
- Recruited, managed, and developed a team of seven copywriters and content creators, briefing and editing all written copy.
- Managed and led on the creation of action-inspiring copy for a digital advertising programme, with multi-million pound revenue attributed to the content stream.
- Wrote and produced advertising scripts for offline media,

CERTIFICATES

Marketing strategy, planning and powerful content development
Chartered Institute of Marketing

SEO Content and Copywriting
Emarketeers

Advanced Online Copywriting
Econsultancy

Advanced Copywriting
Guardian Masterclass

Music Journalism
London Journalism Centre

REFERENCES

Testimonials available on www.stevewarnham.com

More references available on request.

such as radio and TV.

- Collaborated closely with UK and Global board members to embed the company's strategic direction and commercial priorities within external communications output.
- Was responsible for Totaljobs securing high-quality PR coverage in national, broadcast, regional, and trade media, ensuring brand reputation was improved or safeguarded where applicable.
- Wrote media commentary that regularly received coverage across titles including BBC News, Sky News, The Guardian, The Daily Telegraph, and The Financial Times.
- Acted as the key brand spokesperson in written and broadcast media, ensuring other senior spokespeople were media trained and appropriately briefed for interview opportunities.
- Identified and built effective third-party relationships with design, content, advertising and PR agencies in the creation and delivery of communications campaigns – securing successful ROI and timely delivery.
- Promoted to Senior Content & Communications Manager in April 2021.

Marketing Executive

Totaljobs Group, London
August 2014 - February 2018

- Acted as the brand's sign off point for all written content; regularly checking external and internal comms for tone of voice, grammar, accuracy, brand consistency and purpose.
- Responsible for the creation of marketing material, acting as a conduit between departments to ensure that campaign messaging was spotless.
- Responsible for data analysis, and managing the design and distribution of content to create sales messaging, articles and stakeholder commentary.

Marketing Assistant

Totaljobs Group, London
July 2013 - August 2014

- Pulled data from numerous sources to create succinct, shareable, on-brand sales collateral, social media output and reports.

Email Marketing Assistant

Totaljobs Group, London
January 2012 - June 2013

- Wrote and built HTML web-hosted adverts to a client brief. These would be seen by over a million people with no room for error, meaning 100% accuracy every time.