

Steve Warnham


Senior Copywriter


CONTACT

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 London, UK

SKILLS

- Long form copywriting
 - Short form copywriting
 - Copy editing
 - Research analysis
 - Video scripting
 - SEO copywriting
 - Project management
 - Reporting and analysis
 - Content strategy
 - 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 12 years of experience, I'm a skilled freelance copywriter, editor, and creative leader, ready to help bring your ideas to life with words that pack a punch.

Whether it's ad copy that converts, social media posts that spark conversation, in-depth reports that both inform and engage, or articles that drive organic SEO traffic, I've done it all—with measurable impact.

Check out some of my work at www.stevewarnham.com.

EXPERIENCE

Freelance copywriter, editor and content strategist

August 2023 - present

- Developing and delivering 360-degree content campaigns for high-profile clients, including LinkedIn, Diageo, Verve Live Agency, The StepStone Group, and more.
- Providing a range of services, including content strategising, copywriting, editing, content creation, and brand consultancy.
- Experience working across a range of industries such as FMCG, HR/recruitment, financial services, and education.
- Collaborating closely with clients to deliver expert copy aligned with agreed briefs and timelines. Projects include written reports, video scripts, online articles, and more.

Senior Content and Communications Manager

The StepStone Group / Totaljobs, London
February 2017 - 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.

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.

- Managed and led on the creation of action-inspiring copy for ongoing digital advertising programme, with multi-million pound revenue attributed to the content stream.
- Wrote and produced advertising scripts for offline media, 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 interviews.
- Identified and built effective third-party relationships with design, content, advertising and PR agencies in the creation and delivery of communications campaigns.
- Promoted in April 2021.

Marketing Executive

Totaljobs Group, London
August 2014 - February 2017

- 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 and reports.
- Managed all social media channels, ensuring engagement and error-free messaging.

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.