

# Jim Taylor

SENIOR COPYWRITER & CREATIVE LEAD

Melbourne, Australia

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0422 769 532 mobile

I'm a senior copywriter and creative lead with considerable experience across a wide range of brands and categories.

I've run accounts, led teams, won awards, shifted products and cultivated fruitful client relationships at some of the best agencies in Melbourne and London (plus a few in Tokyo, Paris and Amsterdam).

While proud to have won 2 Grand Prix and 15 Gold awards, I never let that pride get in the way of serving a client's needs. Advertising has to be effective and engaging - and creativity is the best way to get there.

## HIGHLIGHTS

- 2 Grand Prix & 15 Gold Awards
- Listed as one of Campaign UK's "Top Ten Talents"
- Selected for TBWA's global leader training in Milan
- Numerous pitch wins (some of huge value)
- Some really happy clients

## KEY SKILLS

- Copywriting

I try to know my audience, know when to be concise and when to be florid

- Tone

I can develop new styles and adapt quickly to existing styles

- Visual literacy

I understand how art and copy should dovetail  
(I actually have a design degree)

- Presenting

Through aptitude, practise and training I'm good in front of clients

- Client relationships

I make an effort to understand a client's real needs

- Leadership & Mentoring

I'm comfortable leading (but am happy to follow when needed)

- Friendliness & positivity

It might not seem like a classic skill, but I think it's absolutely vital

## Experience

Freelance Senior Copywriter

**Ogilvy, AJF, DDB, Dentsu & more**

Melbourne

May 2018 - Present

Senior Copywriter

**TBWA**

Melbourne

May 2014 - Mar 2018

Freelance Senior Copywriter

**McCann & DDB**

Melbourne

Oct 2012 - May 2014

Integrated Copywriter

**JWT**

Melbourne

Sep 2011 - Oct 2012

Freelance Senior Copywriter

**Proximity, Wunderman, Glue, VCCP**

London

Mar 2008 - Sep 2011

Senior Copywriter

**Digitas**

London

Sep 2006 - Feb 2008

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Senior Copywriter

London  
Dec 2004 - Aug 2006

**Profero**

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Junior Copywriter

London  
Jun 2000 - Jan 2004

**Saatchi & Saatchi**

## Awards

### Some of my awards

Spikes Asia (Grand Prix)

Spikes Asia (Gold x2)

Spikes Asia (Silver x2)

Cannes Cyber Lions (Silver)

Adfest (Gold)

Adfest (Silver)

Adfest (Bronze)

Campaign Press (Gold)

Campaign Digital (Gold)

Creative Showcase (Grand Prix)

Creative Showcase (Gold)

IDM Business Performance (Gold x2)

Creative Review (Annual Best x2)

Campaign UK (Best in Class)

## Education

Bachelor of Arts with Honours, Graphic Design &  
Advertising

Staffordshire (UK)  
Sep 1996 - Jul 1999

**Staffordshire University**

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BTEC Foundation Studies in Art & Design

Manchester (UK)  
Sep 1995 - Jul 1996

**South Trafford College**

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Speech & Drama Grade 3

**Guildhall School of Music and  
Drama**

North Yorkshire (UK)  
Sep 1989 - Jun 1990

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A-Levels x4

**Giggleswick School**

North Yorkshire (UK)  
Sep 1989 - Jun 1994

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