Jeremy Vernon

NO ORDINARY COPYWRITER

Sydney, Australia

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+61 (0)439 921 764 mobile

A highly-experienced, reliable and cost-effective copywriter, I craft words for websites, ads (all mediums), social, videos, brochures, newsletters and press releases. And I gain great satisfaction from improving the way brands talk to their customers.

The companies I write for range from small businesses to award-winning agencies (such as Host/Havas and Saatchi & Saatchi) and national corporations; and my sector experience spans FMCG to pharmaceutical and tourism to technical, with a raft of industries in between.

Experience

Senior Content Designer

Westpac Group

Sydney
Jun 2019 - Present

- Lead digital content designer for cash and transactional banking (personal and business)
- Content designer for numerous Westpac, St.George, BankSA and Bank of Melbourne desktop and app product pages, category pages, service pages, origination flows, tools and help guides
- Creative copywriter for banner ads, CRM, SEM, marketing and onboarding eDMs and video scripts
- SEO writer for dozens of articles for the ‘Help for your business’ website section
- Managed the user journeys and digital launch/relaunch of Business One and Business One Plus transaction accounts, the Business Advance loan suite, Spend&Save accounts bundle, digital Farm Management Deposits, EFTPOS Air mobile payments app and EFTPOS Now and EFTPOS Connect EFTPOS machines.

Senior Copywriter

Sydney
Dec 2006 - Feb 2019

Host/Havas

Senior writer with extensive experience across all mediums, including broadcast, digital, DM, OOH, PR, print, sales marketing and technical writing. Also provides a 'Head of Copy' role, overseeing agency written output ranging from creative and UX presentations to pitches, press releases and award entries.

RECENT AWARDS:

Creative contributions to, and editor of award entries for:

• Defence Force Recruiting (ongoing campaign) – winner of Effie Australia Grand Effie
• Palau Pledge – Winner of Titanium and Gold Cannes Lions, a D&AD Black Pencil, Grand Clios and numerous other awards
• Bottom 100 – Winner of D&AD, Webby, Spikes, Clio and numerous other awards

BRAND EXPERIENCE:

Brands written for include:

• Air New Zealand
• Airwick
• Boehringer Ingelheim
• Brancott Estate
• Bravia
• BT Super for Life
• Clearasil
• Department of Defence (Defence Force Recruiting)
• Department of Industry, Innovation and Science (bus.gov)
• Endeavour Energy
• Greenpeace
• Heart Foundation
• Jacob's Creek
• Jaguar
• My Dog
• Nurofen
• Panadol
• QBE
• RYOBI
• Scholl
• Sony
• Sydney Water
• Vanish

• Veet
• Virgin Mobile
• Westpac

Proprietor and principal copywriter

The Write Stuff

Sydney
Nov 2004 - Present

The Write Stuff is a creative consultancy providing freelance concept and copywriting services to Australian and UK agencies, and direct clients, large and small.

As principal writer, the mediums and areas I work in daily include:

- TV
- Radio
- OOH
- Print advertising
- Digital (from advertising banners to complete website writing)
- Social media
- Brand development
- Direct marketing (print and digital)
- Sales promotions
- Sales literature
- Customer and staff relations
- Recruitment
- PR

BRAND EXPERIENCE:

Brands written for include:

• Aussie
• Canada Tourism
• OPSM
• P&O
• Redkite
• Telstra

Marketing and Rebrand Manager

Redkite

Sydney
Jan 2005 - Aug 2005

Redkite is a charity that provides emotional, financial, educational and practical support to children with cancer and their families.

In this part time contract position, my responsibilities included:

- Strategic development of the new brand
- Rebrand and launch strategy
- Concepting and copywriting for advertising (TV, radio, press and digital), website, brochures, donor development material, services literature, corporate packs, PR and newsletters.
- Website information architecture
- Website development project management
- Webmaster

Agency Director

Simons Marketing

Sydney
Mar 2004 - Oct 2004

Simons (formerly known as W5 Integrated) is an advertising, direct marketing, sales response and online agency.

Senior Copywriter

Grafika

UK
Dec 2002 - Nov 2003

Grafika is a marketing and design consultancy based in Northern England.

Skipper / Manager of yacht Topaz

Sir George Martin

Greece
Jun 2002 - Nov 2002

Topaz is a 60’ luxury wooden motor/sailing boat based in the Greek Islands and owned by Beatles record producer (the late) Sir George Martin.

A tough job but someone had to do it...

Marketing Manager (Great Barrier Reef Campaign)

World Wide Fund for Nature (WWF)

Sydney
Jul 2000 - May 2002

The World Wide Fund for Nature (or the World Wildlife Fund as it is called in the UK and USA) is the world’s largest and most respected conservation organisation.

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