John Pedersen

EDITOR / CONTENT STRATEGY / CONTENT DESIGN

Sydney, NSW, Australia

john@jpcreative.com.au
+61 423 612 354 mobile

I have a proven track record of developing successful communications campaigns for blue-chip accounts Telstra, Schneider Electric, Optus, News Corp, Vodafone, Hoyts Cinemas, Air New Zealand, Woolworths and Fuji Xerox to name a few. I am skilled in stakeholder management, content strategy, content development, content management, social media, scriptwriting, copywriting, technical writing, and production supervision. My communications strategies have been instrumental in the development of many successful campaigns.

Experience

Content Design Specialist

Sunshine Coast, QLD, Australia
Feb 2021 - Jul 2025

Telstra

Providing content design, copywriting, editing, and communications strategy services to Telstra for the digital transformation of their e-commerce self-service and assisted sales channels. Worked closely with UX, VD, stakeholders, marketing, and legal teams to develop communications strategies to simplify processes and improve customer experience. I also spearheaded the Telecommunications Consumer Protections (TCP) plain language compliance project. This resulted in all of Telstra's new and existing sales flows complying with new TCP regulations for plain language.

Senior Writer/Editor/Communication Strategy

Sunshine Coast, QLD, Australia
Aug 2020 - Feb 2021

JPCreative

Consulting in all aspects of corporate communications from communications strategy, stakeholder management, web development, video content, apps, editing, proofreading and copywriting, to PR, traditional advertising, and concept development.

Senior Copywriter

Schneider Electric

Sydney, NSW, Australia
Mar 2016 - Aug 2020

Senior Writer to the AUNZ creative studio working globally for Schneider Electric's APAC, EMEA, NAM, and AUNZ hubs. Providing communications management, campaign strategy, copywriting and editing services on large global infrastructure projects for Mining, Energy, OGP, W/WW, Data Centres, F&B, and Health industries.
Responsibilities: stakeholder management, communications strategy, creating multimedia campaigns including video scripts, website content development, editing, social media, eDMs, banners, ambient, brochures, internal communications, and sales collateral.

Senior Writer/Editor/Communication Strategy

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Sydney, NSW, Australia
May 2014 - Mar 2016

As a communications consultant, I helped refresh hosting company Amaze's website, focusing on the aspirational motivators of their mainly SMB clientele. I worked with Darling Brands on communications strategy for the launch of a new Jetstar/Sumo Salads partnership, a Laing+Simmons Edge 28 residential development, and new content for Darling Brand's own website. I also consulted with Weight Watchers Australia to develop a new website to align with new international brand guidelines.
Responsibilities: client and developer liaison, concept development, copywriting, editing, proofreading, stakeholder management, video scriptwriting, and website content development.

Technical Writer

Aristocrat Leisure

Macquarie Park, NSW, Australia
Feb 2014 - May 2014

I consulted directly with Aristocrat Leisure's engineering team to develop technical documentation for a new range of electronic gaming machines.
Responsibilities: stakeholder management, technical team liaison, developing service manuals for new models, technical writing, editing, Photoshop, Illustrator drawings of components.

Copywriter / SEO

SingTel Optus

Sydney, NSW, Australia
Sep 2013 - Nov 2013

Working closely with the Optus UX team, I helped to produce a new website for Optus Business Centre partners. The objective was to work closely with the stakeholders to develop a template that followed the new Optus brand design, which could be used by channel partners for their own web marketing.
Responsibilities: stakeholder management, close collaboration with the UX team for seamless concept development, copywriting, and editing.

Website Editor

Hoyts Cinemas

Sydney, NSW, Australia
Apr 2013 - Apr 2013

Hoyts Cinemas' creative director contracted me to develop a new content style for their websites in Australia and New Zealand.
Responsibilities: stakeholder management, internal communications management, analyse existing content, create a new content strategy, refresh existing content, copywriting, and editing.

Intranet Content Manager

News Corp Australia

Sydney, NSW, Australia
Dec 2012 - Apr 2013

I was contracted into a team to consolidate News Corp's 36 companywide intranets into a single intranet for all staff.
Responsibilities: stakeholder management, internal communications management, identifying and analysing existing intranets, validating content, guiding project strategy, and flowing content through to a new singular IA structure.

Senior Writer/Editor

Vodafone Australia

Sydney, NSW, Australia
Jun 2010 - Aug 2012

Contracted as sole editor for Vodafone's website server migration project. This two-year project required developing new customer self-service facilities, educational video content for mobile broadband, new online shop customer flows, fresh content, and a new strategy for knowledgebase documents.
Responsibilities: regular stakeholder management throughout the 2-year project, website analysis, validating content, legal liaison for content and offer safety, editing, copywriting, scriptwriting, proofreading, BAU projects, SEO, and development of a new self-help document strategy including training and mentoring the technical writing teams.

Communications Management / Editor / Content Strategy

JPCreative

Sydney, NSW, Australia
Apr 2010 - Jun 2010

Consulting in all aspects of communications from internal communications, stakeholder management, website development, video content development, mobile apps, editing, proofreading and copywriting to traditional advertising, corporate communications, and concept development.

Head of Copy

Synchromesh

Sydney NSW, Australia
Apr 2008 - Apr 2010

In 2007, I started copywriting for Sydney-based advertising agency Synchromesh from my overseas consultancy. The relationship grew and in early 2008 I moved to Sydney and took up a full-time position. I partnered with the creative director as head of copy producing online and traditional media campaigns liaising directly with clients Lexmark, Reit Capital, Mahindra work vehicles, BlackBerry, Tynan Motors, and Athletes Foot.
Responsibilities: communications strategy, stakeholder management, copywriting, concept development, client liaison, editing, proofreading and production supervision.

Education

Copywriting

Award School

Auckland, New Zealand
Jul - Sep

Completed industry training in communications strategy and copywriting by featured top creative directors.

Advertising, Marketing & Public Relations

Auckland University of Technology

Auckland, New Zealand
Jan - Jan

Formal advertising and communications industry training. Passed 20 papers with an A average.

About

Personal Attributes

Stakeholder managment – working with stakeholders to develop effective communications strategies
Proactive problem solving – analyse issues to develop successful communications planning
Clear, concise communication – ability to critically assess the communication objective
Analytical and conceptual skills – interpret briefs and create communication solutions
Quick adaption to new systems – contracting and freelancing requires adaptability
Team orientated worker – cooperative, open, consultative approach to teamwork
Energetic, reliable worker – manage large projects plus BAU projects simultaneously
Organised, efficient – complete tasks in short time frames with good organisation
Computer literacy – Windows, OSX, iOS, Android, Office, Axure, OmniGraffle Pro, Confluence, InDesign, Illustrator, Photoshop, FatWire, SharePoint, Workfront, Basecamp, and other project collaboration tools

References

Damian Madden, Online Editor, Vodafone Australia

“John worked as the lead copywriter on Vodafone’s site migration, managing the editing, proofreading and condensing of over 450 pages. He also had the responsibility of liaising with stakeholders and legal to ensure the content adhered to strict editorial standards and brand guidelines while also being appealing and easy for customers to understand. All throughout this process John’s professionalism, attention to detail and hard work was an immense asset to the project and a key part in its success.”

Brian Caoyonan, Senior Experience Architect, Vodafone Australia

“John Pedersen is an innovative copywriter and a customer experience communicator with an uncanny ability to take a complex issue and say it in a simple, easy-to-understand way. He quickly grasped working with new software (Axure, OmniGraffle) and was an integral contributor to the Experience Design team.”

Rainer Schendel, Senior Project Manager - Digital Technology, Vodafone Australia

“John Pedersen was the sole editor/copywriter on the UCMS project, an ambitious project to migrate the entire Vodafone website to a new server and content management system. Over the course of this programme, which spanned approximately 18 months, John edited some 450 pages of existing content, setting a very high standard for accuracy and readability. He was also an integral part of the team charged with improving customer experience throughout critical user self-service and e-commerce channels. Throughout his time on this program John has shown excellent skill, a high degree of professionalism, and a strong work ethic. He quickly grasped the Vodafone global brand "voice", and as such, his copywriting was well received by the business stakeholders. I have found John to be a reliable and capable editor/content and SEO writer and would not hesitate to recommend him. I thank him for his dedication to this project and wish him well for the future.”

Anna Merlo, Senior Digital Activation Manager, Vodafone Australia

“John was contracted to Vodafone Hutchison Australia in July 2010. The initial contract was to help out with an anticipated work overflow for a 3-week period. He quickly established himself as a reliable and talented writer, turning around his tasks very efficiently. In late 2010 he was selected as the sole editor/writer for the UCMS project to update the copy for the whole Vodafone website, a project that would run for over a year and a half, during which time he managed the copy editing, proofreading and search engine optimisation components. The project was hugely successful, and completed on time to a very high standard. John played a major part in this effort, and he comes with my highest recommendation.”

Luminita Malanca, Communication Specialist, Schneider Electric

I have worked with John for the last 3 years on several important projects for the company. He was in charge with the written communications and I always found his support valuable. We've worked together on small projects, but also on complex ones and the output of his work proved to be an important one, many times changing the course of the projects to a better one. John managed to implement complex tasks in a short period of time, and I have always appreciated both his professionalism and his creativity, the perfect mix that makes a very good communicator.

Julian Chan, Senior Art Director, Schneider Electric

In the 3+ years that I worked with John, we formed a well-oiled working partnership that was almost second nature. He grasps the needs of the client quickly, and his speedy turnaround made my job that much easier. He has a very amiable nature and he is never precious about his copy, which made collaborations a breeze. He is a master at technical writing whilst also demonstrates creative flair when required. We worked well, we worked fast, we pleased the clients and when all is said and done, we actually had fun doing it. I would highly recommend John for any senior communications role.

Rav Aneja, Senior Creative, Schneider Electric

In today's quickly evolving business environment, communicators who readily adapt and morph flourish – that's John. He's a master of written communication, but that is only the tip of his skills. He's also adept at working in a fast-paced environment, brings a hive of conceptual activity, and is highly collaborative within his team and the wider business. John's skills, coupled with his easy-going nature, made him a key part of our creative department. He's a solid creative partner to his peers and a mentor to others in the team across all disciplines. John is so much more than a writer. If you get the chance to hire him, jump at it, because he'll make your work, department, and business better.

Moritz Engling, Marketing Project Manager at Schneider Electric

Thank you John for your outstanding work on the Clipsal brand story and specifically the 100-year milestone communications, as this is such an important part of the evolution of Clipsal. Your fast response time and close attention to detail were crucial in getting our messaging refined in time, especially considering the complex brief and wide-spreading impact of the final work. Your input was spot on and the team really appreciated your excellent ‘wordsmithing’.

John Pedersen john@jpcreative.com.au +61 423 612 354 mobile