**Mark Davison**

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**Profile:**

An award-winning senior writer and creative working to craft emotive stories across a variety of medium with experience managing and leading a diverse team.

**Writing Experience:**

**Senior Creative Copywriter,** Red Consultancy2021 - Present

Writes social media, paid media, and advertising copy for several key agency clients including McCoy’s, Tyrrells, KP Nuts, Playstation, and Discarded Spirits. Edits and reviews written social media content from the agency. Leads creation of scripts, brand tone of voice documents, brand narratives, and other written content that the agency produces. Responsible for the standard of written content and overseeing junior team’s written work. Works with production and design teams throughout the production process to craft creative projects. Leads on brainstorms and idea generation within the agency.

**Senior Creative,** Burson Cohn & Wolfe2018 - 2021

Led writing and creative development for both existing and prospective clients. Wrote scripts, social media content, public relations content and more across key agency clients including Sri Lanka Tourism, British Gas, AstraZeneca, and Hotels.com. Managed written output of junior creatives and writers. Led production of my writing through filming, voice over recordings and editing. Led and managed the creative and idea generation process across several key accounts.

**Awards:**

Brand Film Festival: Win – Best Viral Film, Nominated – Best Consumer Film

Travel Marketing Awards: Highly Commended – Best Consumer Rebrand, Second Place – Best Consumer Film

**Creative,** Tinderflint Productions2018

Wrote scripts for existing clients and new business opportunities. Assisted on writing and creation of directors’ treatments. Worked with directors on planning of shoots and attended shoots as on-site creative to give guidance and feedback.

**Copywriter,** TwelveAM 2017 - 2018

Wrote and created work across social, poster, and moving image briefs for existing clients and new business opportunities.

**Account Executive,** The Gate Worldwide2015 - 2016

Worked across key agency accounts managing clients and deliverables to help deliver integrated campaigns.

**Education:**

**School of Communication Arts** 2016 - 2017

Postgraduate Certificate in Creative Writing and Advertising

**University of Cambridge** 2011 - 2014

MA Hons

**Tonbridge School** 2006 - 2011

A Levels: 2A\*, 2A

GCSEs: 7A\* 2A 1B

**Other Information:**

Keen skier and cyclist; enjoys reading, tennis, and gaming.

Qualified PSIA Ski Instructor

Full clean driving licence

Holder of UK and USA passports.