

CRAIG YOUNG

16 Tilmore Road, Petersfield, Hampshire, GU32 2HH, The UK

craigoh@hotmail.com / www.craigoh.com / uk.linkedin.com/in/craigoh / 07905 914157

A flexible, creative copywriter with a breadth of experience across many industries, sectors and media. 12 years' experience in B2B/professional services marketing as a copywriter, copy editor and proof-reader at [Deloitte](#). From late 2018, Craig spent a year as a freelance copywriter, most notably at [Like Digital](#) specialising in luxury brands. Through the COVID period, he was the Content Specialist at FinTech start-up [free2.com](#). Next, he was copywriter at [With Intelligence](#), a digital platform serving the asset management industry with news, reports and events. His most recent role was with [Editions Financial](#), a specialist content marketing agency, serving international financial institutions.

Copywriter

Editions Financial, Edinburgh / WFH – [Editions Financial](#)

Apr 2023 – Oct 2023

"Content with intent"; in their own words, Editions helps the world's biggest financial brands build better relationships with their audiences. Craig edited a series of business guides for a major global bank, and also wrote articles and blogs for financial press publications and high-profile FS institutions.

Copywriter

With Intelligence, London – www.WithIntelligence.com

Nov 2021 – Nov 2022

With Intelligence is a global business information organisation, focused on the asset management industry. Typical projects/tasks: drafting subscription-driven email campaigns, writing UX copy for the relaunch/integration of With Intelligence's numerous sub brands, drafting a Content System/product copy 'bible', writing short, pithy cases studies to showcase the company's offerings, drafting web copy for the firm's varied events targeting C-suite attendees, plus proofing and editing of varied output.

Content Specialist

Free2 Limited, London – www.free2.com

Nov 2019 – Sep 2021

free2.com had ambitions to provide wide-ranging innovative financial services solutions for the over 55s, including an unsecured loan offered at large amounts. As Content Specialist, Craig drafted the web site copy for its launch (and relaunches). He drafted a Content Calendar and posted weekly story content to drive traffic, wrote copy for search, advertising, and marketing, assisted on SEO messaging and affiliate marketing programmes, and liaised with the company's PR, design and ad agency partners. Unfortunately, free2 fell victim to Covid and folded. Its archived web pages can be viewed [here](#).

Freelance Copywriter

London/Hampshire

Oct 2018 – Oct 2019

A period of freelancing/contracting, working on various projects and brands. This ranged from drafting various case studies/award entries for a "big four" accountancy firm, to proofreading a comedic novel, to writing blogs for a broadcast rental equipment company, to drafting a treatment for a tv documentary. He volunteered at a local community [radio station](#) and travelled extensively to New Zealand for family reasons. From **April through June 2019**, Craig was **Content Editor at [Like Digital](#)**, a digital agency based near Liverpool Street in central London. Like Digital specialises in ecommerce for luxury experience and fashion brands; Gieves & Hawkes, The Macallan, Kent & Curwen and One&Only Resorts.

A decade in professional services marketing

Copywriter/Manager

Creative Studio, Deloitte LLP, London – www.deloitte.co.uk

Jan 2006 – Aug 2018

In 12 years with Deloitte, as the in-house Creative Studio's sole-charge copywriter, Craig was tasked with something of everything that a writer can expect to encounter within a professional services firm:

- Writing, co-writing and copyediting survey reports, industry, and service line brochures, and thought leadership pieces. Bringing the firm's positions, findings and service offerings to life.
- Drafting clear, focused and effective executive summaries for key business proposals.
- Writing and editing content for the web, for service line and industry campaigns.
- Engaging key internal audiences and ensuring the delivery of important content through carefully crafted internal communications – emails, intranet articles, editing partner reports.
- Penning numerous pithy and appealing straplines across multiple media and sectors; posters, invitations, advertisements, recruitment adverts.
- Editing and co-writing concise product cards, concertina cards and flyers.
- Researching, conducting interviews, and then drafting informative, award-winning case studies.
- Writing/editing audio-visual scripts for the firm's in-house film studio.
- Drafting a staff handbook for Deloitte University.
- Writing "Welcome to Britain Guides" for overseas graduates and recruits.
- Re-purposing poorly translated documents into legible, fluent, business-like English.
- Delivering writer's workshops and ad hoc management of freelancers.
- Effective stakeholder and expectation management, providing an appropriate level of challenge.
- Taking comprehensive briefs and providing rationales on content produced.
- Proofreading, brand compliance and quality assurance for Studio output.
- Assisting the Production Manager and Creative Services Manager with the Creative Studio's day-to-day administration and output.

As a key figure within Deloitte's Creative Studio, Craig gained a solid grounding in the many facets of professional services communications and marketing. This was a challenging position, with plenty of variety, especially considering the sole-charge aspect of the role.

Earlier roles

Freelance/contract copywriter

Bristol and London

2002-2005

Craig was something of a journeyman writer in the marketing communications field during this period. Craig worked as a copywriter for boutique Bristol communications agency [Harley Communications](#), then Bristol direct mail specialists [Dutton Merrifield](#). His experience then ranged from local press in London (editing *in Shoreditch Magazine*), to a stint working with [Harrods'](#) in-house marketing team, to roles with specialist copywriter and B2B communications agencies ([Writers LTD](#) in London/Bristol, and Base One, now [Gravy Train](#), near Twickenham), then back to local reporting with [Southwark Housing News](#).

Copywriter

TMP Worldwide, Bristol – www.tmpw.co.uk

2000-2001

TMP is the world's largest recruitment advertising agency, former owners of monster.co.uk. In his first agency role, Craig wrote recruitment advertising copy for press, print, internet and radio, working with a broad client list including GE Capital, Hewlett Packard, Lloyds-TSB, Wessex Water, Zurich Financial Services as well as local NHS Trusts and Police constabularies.

Broadcaster/Copywriter

UK & NZ

1990s

Broadcasting was Craig's focus in the '90s. He worked in provincial, metropolitan and national radio in New Zealand as a copywriter/voiceover/radio announcer at various commercial radio stations. He was also a freelance character voiceover on numerous NZ television and radio advertising campaigns and worked in television as a gameshow scriptwriter.

Moving to the UK from NZ in 1997, Craig joined GWR Group (now [Global](#)), working as a copywriter at GWR-FM in Bristol and Mercia-FM in Warwickshire, 1998-1999. After a period of European travelling and [guidebook writing](#) in 1999, a change of career resulted in a move to writing for advertising and marketing communications entities (as above).

Education

University of Canterbury, Christchurch, NZ

Studied English Literature, Classics and French

(Career in academia cut short by the pull of the radio studio)

Burnside High School, Christchurch, NZ

Gained a 'Bursary' in English, History, French and Classics (NZ equivalent to four British 'A' Levels)

Burnside is NZ's largest secondary school. Former NZ PM, Jon Key, is an old boy.

Personal

Nationality: New Zealand citizen (With Indefinite Leave to Remain in the UK, and UK resident since 1997)

Other interests: History, theatre, travel, rugby

Status: Married with one teenage son

Residence: East Hampshire, one hour's commute from London Waterloo