



# wordworks

creative copywriting by **andrew gallant**

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An experienced creative copywriter with proven ability to work across retail and business-to-business markets. Specialist in print and web.

## Key skills

- **Copywriting & editing**
- Sound knowledge of English **grammar** and **usage**
- Proficient at **proofreading**.
- **Creative thinker** with a strong appreciation for the design process.
- Beginners' level **German**.
- **AppleMac-based** with proficiency in **In-Design** and knowledge of Quark Xpress, DreamWeaver, Photoshop Elements and Microsoft Word.

## Career to date

1995 - 2010

**LANDS' END UK** (Oakham, Rutland)

**Copy Manager/Senior Copywriter** for the Lands' End UK mail-order clothing catalogue and website [www.landsend.co.uk](http://www.landsend.co.uk)

- **Wrote and edited copy for monthly catalogues and website (including SEO).**
- **Supervised UK copy team:** allocating workload, setting objectives, conducting appraisals etc.
- **Wrote and edited copy for website** home pages and e-newsletters; helping to **create strategy and timeliness** towards maximizing click-through and conversions
- **Commissioned editorials** from celebrity guest writers including Jeff Banks, George Melly, Lynne Truss, Rosemary Conley, Peter Mayle, Chris Beardshaw, Arabella Weir etc. **Managed commissioned copy budget.**
- **Wrote and edited direct marketing** and associated promotional material, including retail and in-house corporate communications.
- Wrote national print **advertising campaigns** for use in targeted daily newspapers and consumer magazines.
- Wrote and edited **press releases** for print media.
- Wrote and edited Lands' End Corporate & Teamwear **B2B clothing** catalogue and website [www.landsend.co.uk/lebo](http://www.landsend.co.uk/lebo)
- Represented Lands' End at media and consumer events.

- Career 2** 1993-1995  
**McGOLDRICK SARGEANT Advertising & Design** (Colchester, Essex)
- **Chief copywriter/Account manager** for national and international accounts in the fields of laboratory instruments, property development, photographic processing, shopfitting, building and shipping including **Lloyd's of London Press**.
- Career 3** 1984-1993  
**RON LANE & ASSOCIATES Advertising & Design** (Colchester, Essex)
- **Chief copywriter/Account manager/Print buyer** for national and international accounts in the fields of laboratory instruments, commercial property development, retail giftware, **Co-op supermarkets**, beauty, building materials and automotive.
- Career 4** 1977-1984  
**COLCHESTER & EAST ESSEX CO-OPERATIVE SOCIETY**  
(Colchester, Essex) Reporter & Editor for in-house employee's magazine.§
- Education** **Harlow Technical College** – completed one-year, full-time course in journalism  
**The Gilbert School**, Colchester, Essex – 3 'A' levels, 9 'O' levels
- References** Available on request or see my Linked-In profile:  
<http://www.linkedin.com/andygallant>