

Adam Phillips
Copywriter



“Content is and
will always
be King”

“From the frivolous to the serious, I create
content for existing or new marketing strategies
that clients love and consumers read”

My specialisations



Film/television



Videogaming



Popular culture



Lifestyle



Autos



Technology



Gadgets



IT security



Kids

What the clients say

“focused”

“creative”

“winning”

“calm”

“good-humoured”

“perfect freelancer”

What I offer

Blogs, awareness articles, **company statements** and consumer- and business-focused content that is **SEO/keyword optimised**

I know **infographics from my Uberflips**, my Slideshares from my consideration documents, **my HootSuite from my Oktopost**

Extensive experience creating **B2B and B2C** e-mails, polls, calls-to-action, discussion starters, polls and more

An **inherent understanding** of what a designer needs from a copywriter.



Portfolio highlights

Penning articles, infographics and more...



... the Fuelcard Company to **raise awareness** of company driver issues and promote the business' core services to key personas



... ClearSwift, the international IT security specialist, to aid **IT security officers** and educate employees about **cybercrime issues**



... MarketScan, the B2B data provider, highlighting why **direct mail** remains a **key tool** for effective marketing strategies.

Blog/product copywriting and scripting including...



... **BBC Worldwide** on an ongoing project to improve BBC Shop's **conversion rates** and to set it apart from its **competitors**



... getting the consumer's **GAME** on with a **weekly blog** for the retailer's website, highlighting **non-'triple A' titles**



... scripting continuity for **Bravo** and other satellite channels to **retain viewers** by **promoting up-and-coming shows**.

Other writing work includes...



... writing about videogames for **Guinness: World Records**



... authoring **non-fiction children's books** on amazing records, feats and animals



... penning and project managing a book on **supercars** in conjunction with **Evo Magazine**



... penning two **biographies**, on **Brad Pitt** and **Michael Douglas**.

My track record

I am seen as a **one-stop solution** by my copywriting clients; from **content idea generation** through to the **final product**



100% client satisfaction to date



Strict adherence to **house style** guides



No **deadlines** missed



Testimonials

“...always meets deadlines and provides copy that is **honest, lively and full of personality** that makes you want to read on...”

AMANDA HEPBURN
Brand Social Media Manager,
GAME

“...without Adam’s **genius editing skills and calm nature**, my debut novel would have been more a work of friction than fiction...”

JONATHAN DURDEN
author, co-founder of media giant **PHD** and currently ‘Head of Arguments’ at **borkowski.do**

“...**writes winning copy** for BBC-related products within tight deadlines. I highly recommend him...”

HELEN CHEEL
Digital Marketing Manager,
BBC Worldwide

“...when you hire Adam, **you stop worrying** and get everything done for you...”

LUCY BUSUTTIL
Editorial Manager, **Tomorrow People PR**

“...a **versatile practitioner**, able to write full features material to more tightly-focused SEO-driven articles...”

BEN WILLIAMS
Editor, **Buyacar**

Clients

Copywriting



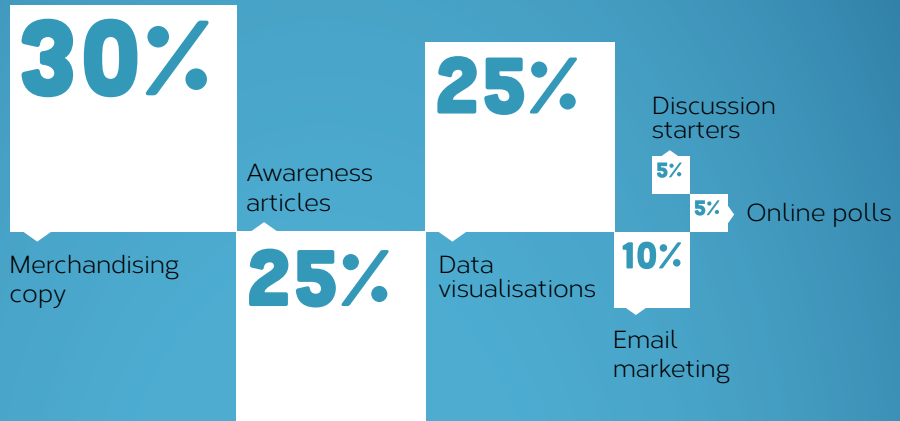
Features-writing



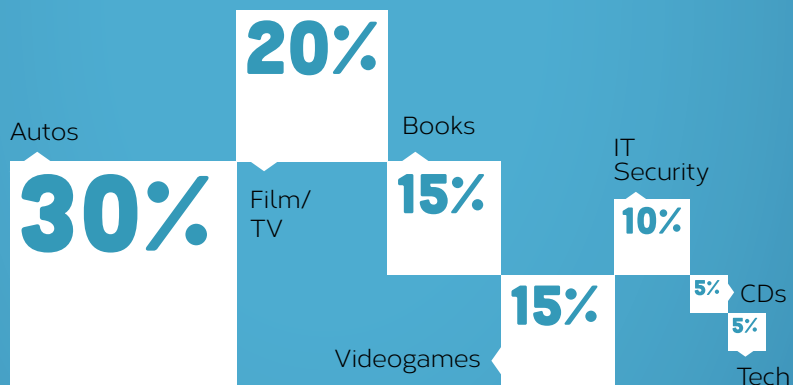


Facts & figures

Current work



Current product types/ industries



Call me, write me, hire me



07768 727 066



adam@adamphillipswriter.com