

Dr James Morgan – Copywriter

Tel (mobile): 07811 519 211

Address: The Hoolets, Hopgarden Lane, Sevenoaks, Kent, TN13 1PX

Email: james@customcopywriting.co.uk

Born: 17th January 1976, Worcester, England (eligible to work in the UK)

Experience

2010 – 2011 Head of Copy, *Custom Copywriting Ltd*, Sevenoaks, Kent

Co-editor, *The Full Toss* Cricket Blog

2009 – 2011 Author, *Out of Tragedy – Critiques of American Imperialism* (forthcoming)

2004 – 2009 Temporary Lecturer & PhD candidate, University of Southampton

2001– 2004 Middleweight Copywriter, *Black Cat* (direct marketing arm of *J. Walter Thompson*), London

1999 – 2001 Junior Copywriter, *Wallace Barnaby Advertising*, Guernsey, Channel Islands

Clients/Brands

Financial: Fidelity Investments, LV= (Liverpool Victoria), FirstPlus

Technology: Motorola, T-Mobile, Guernsey Telecoms, One.Tel, Sky Television

Leisure/Tourism: Stena Line Holidays, Guernsey Tourist Board, The Caravan Club

Business to Business: British Gas, Price Waterhouse Coopers, Yell.com

Miscellaneous: Boots Opticians, Avis

Qualifications

2009 PhD, Modern American History – University of Southampton

2002 Advanced Certificate in Marketing Management Practice – The Chartered Institute of Marketing

2001 Certificate in Marketing Practice – The Chartered Institute of Marketing

1998 Masters Degree, Modern American History – University of Southampton

1997 BA Hons, Upper Second Class Degree, History – University of Southampton



Skill Set

- A versatile 'tone of voice' copywriter
- Immaculate long-copy and short-copy skills
- First class above-the-line experience – press ads, posters, sales promotions, banner ads
- Extensive below-the-line experience – mailpacks, brochures, letters, leaflets, emails, direct response ads, advertorials, websites
- Strong conceptual and creative thinker
- Flair for writing magazine articles, newsletters & online content
- Writes to length, under pressure, within tight timeframes
- Adept working individually or as part of a team
- First rate communication & relationships building skills
- Sound understanding of marketing strategy

My story

I graduated from Southampton University with a Masters Degree in 1999, after which I began my career as a writer and copywriter – at first with *Wallace Barnaby*, which was the Channel Island's largest through-the-line advertising agency at the time, and then at *Black Cat*, the direct marketing arm of *J.Walter Thompson* (London).

In 2004 I took a break from advertising / marketing to achieve a lifelong dream: to complete a PhD and then write a book on American History. The manuscript of my book, *Out of Tragedy – Critiques of American Imperialism*, will be published by The University of Wisconsin Press next year. It will appear as part of a series called *Studies in American Thought and Culture*.

During this hiatus in my career, I worked as a temporary lecturer at the University of Southampton – coordinating and delivering entire undergraduate courses. I also undertook copywriting projects on a freelance basis.

In 2010 I co-founded a popular cricket blog called www.thefulltoss.com which has featured in the national media on many occasions. As a result, I have become something of a cricket pundit: I have been interviewed on BBC Radio London by Paul Ross and Gabby Roslin, appeared on Sports Tonight Live TV, and interviewed Andrew 'Freddie' Flintoff as part of an online promotion for Shell.

Last year I resumed my copywriting career full time. Rather than going back to agencies I founded my own company, *Custom Copywriting Ltd*, which has a growing client base in Kent and London.

For more information about me, please visit
www.customcopywriting.co.uk

To see my online portfolio, click
www.customcopywriting.co.uk/gallery.html