



DANIEL STREET

FREELANCE COPYWRITER | WWW.STREET-WRITE.COM
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ABOUT ME

With over a decade of experience, I'm an award-winning copywriter specialising in compelling content that delivers measureable business results.

My strengths lie in producing meticulously tailored, high-performing copy, and I'm professionally qualified in print, digital and multimedia content.

Clients work with me because I'm adept across a wide variety formats. And because I produce creative copy with commercial impact.

EXPERIENCE

LEAD COPYWRITER • STREET WRITE • OCT 2016–PRESENT

Creative copywriter with the proven ability to deliver high-performing content that meets commercial objectives. Calling upon my experience across technology, automotive, media and consumer goods markets, I craft tailored, targeted and effective copy.

HEAD OF CREATIVE • 3WHITEHATS • DEC 2014–OCT 2017

This role saw me deliver content strategy services, specifically across creative organic search campaigns, display media, and website optimisation projects. I helped clients like Sage and Aon connect with and convert customers online, ensuring they unlocked the full potential of their content marketing campaigns.

CONTENT PLANNER • BITE • JAN–DEC 2014

As a planner, this role involved generating the audience insights that formed the foundations for campaign strategies, working on projects for Amazon and Casio, among others. I immersed myself in each client's customer base, culture and competitive landscape to truly understand their brand and build campaigns which solved their communications challenges.

SENIOR DIGITAL CONTENT CONSULTANT • WAGGENER EDSTROM • AUG 2010–DEC 2013

My role at Waggener Edstrom UK involved delivering content strategy and production for digital marketing and communications campaigns. Working across a range of technology, healthcare and consumer clients, I fulfilled copywriting, and digital strategy functions. Clients included Microsoft, Casio, Panasonic and GE Healthcare.



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SKILLS

- Copywriting and editing
- Content marketing and strategy
- Search engine optimisation
- Video production
- PR and social media

EDUCATION

BA MULTIMEDIA JOURNALISM • 2008 • BOURNEMOUTH UNIVERSITY

- First class honours
- Features writer of the year
- Editor of student newspaper

ADDITIONAL ROLES

SALISBURY RUGBY CLUB • SEP 2017–PRESENT

- Marketing Director
- Board Director and Vice President

TESTIMONIALS

JON SILK • PARTNER • BITE

“Having worked with Dan for 10 years, both as a colleague at three different agencies and more recently as a client, I would recommend him for any creative, content, or strategy job. His enthusiasm is infectious and his attitude is relentlessly constructive, which is why he is one of my longest-standing and most-respected co-workers. When working on content, he makes sure what he creates works perfectly for an audience and, most importantly, has the right impact.”

MATTHEW COLE • ACCOUNT DIRECTOR • ESSENCE

“I’ve worked with Dan for many years, and I can highly recommend him as both a writer and creative problem solver. His attention to detail is impressive, and he’s passionate about creating engaging, high-performing content. He’s able to quickly understand and attack a variety of briefs, and he has great experience across many channels, formats and sectors.”

Additional references available on request



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