

SOPHIE WEBB

Copywriter, Creative Leader & Brand Strategist

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SKILLS

Copywriting
Creative writing
Ideas and concepts
Campaigns
TOV crafting
Scriptwriting
UX writing
Naming
Social media
SEO writing
CRM
Creative brief writing
Creative direction
Brand strategy
Creative strategy
Messaging strategy
Content strategy
Art direction
Service design
Leadership
Client relationships
Project management
Mentoring
Health & wellness expertise

EDUCATION

Acupuncture BSc (Hons)
Lic Ac MBAcC
Kingston University London
Copywriting & Art Direction (PGDip)
West Herts College (Watford)
Psychology BSc (Hons)
University of Northumbria
Art Foundation
Mid Cheshire College
A-Levels
Uppingham School, Rutland
English, Art, Ancient History

LANGUAGE

Native English

ABOUT

What makes you tick? I feel most alive when I'm immersed in the natural world, beautiful design, culture and fitness – feeling, thinking, talking, and having fun. I'm curious about what makes us happy and healthy and understanding the stuff that doesn't.

Good writing captures hearts and minds. What does the audience need and want? Brands are like people, they need personality and principles. AI is useful, but tin people don't have a heart (yet). I'm a storyteller and an ideas person. In the brand world, I'm a copywriter and a strategic thinker – flatteringly, I've been described as a Swiss Army Knife.

I work both hands-on and in leadership roles. I started my career in global advertising agencies working on big FMCG brand campaigns. I love working with design studios, tech businesses, start-ups, in-house marketing teams and government bodies.

FREELANCE ROLES & CLIENTS

2019 to 2023

Senior Copywriter

Agencies & others

House337, Your Studio, Rosie Lee, Against Time, Design Studio, Something.Global, The Raw Materials, The Body Shop, Astra Zeneca and Popsa (AI start-up)

Brands

Google, Timberland, Elite Models, Alexander Marchant, Celestyal Cruises, Dubai Ports, ISG, NHS, Pure Audio, and the UK Gov

Stand-out projects

Writing product copy and editorial pieces for The Body Shop's new e-commerce platform. Working with the inspiring bunch at Rosie Lee, writing all the touchpoints for the launch of a new Google store in NYC. Most recently I created a TOV and website content for US luxury interiors brand, Alexandra Marchant.

Creative Writer

Agencies

Your Studio, Here Design, Above & Beyond, The River Group, Health Unlimited, Somewhere (social media agency) and Publicis

Brands

Cazcabel Tequila, Ardbeg Whiskey, Liz Earle, Pure Electric, Avon, Wella, Sainsbury's Bank, Motor Neuron Disease Association, Amgen and Janssen.

Stand-out projects

Creating beautiful narratives for Cazcabel and Ardbeg with two fantastic design agencies – Your Studio and Here Design. And working with the smart cookies at Above & Beyond on a pitch to reinvent Avon.

Creative Director

Agencies & others

Planet League, Alliance Health, Added Health, The Body Shop, Publicis, Ten Thousand Starlings and The River Group

Stand-out projects

Working with Alliance Medical's founder and the UK's leading surgeons on their marketing vision and creating a podcast concept that almost came to light. Environmental start-up Planet League was an exciting learning experience, working with ambitious ideas, small budgets and the challenge of motivating people to act on climate change.

Brand Strategist

Agencies & start-ups

DesignStudio (Zalando), Your Studio (Sloane Place, Cazcabel & Celestyal Cruises), Rosie Lee (Mickalene Thomas), Added Health (health tech startup), Ten Thousand Starlings (circular-economy consultancy start-up)

Stand-out projects

Working with the delectable Sloane Club to define and create a new restaurant brand for Sloane Place. Working with the inspiring NYC artist and activist Mickalene Thomas to combine her studio offerings and helping founder Kat Maunders name and launch her conscious consultancy start-up, Ten Thousand Starlings.

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BEHIND THE SCENES

I love hiking in beautiful places, I'm set on scaling the top 50 mountains of the world in the next ten years, I'm about 5 down so far. I feel the slowdown with yoga and outdoor swimming. I'm a qualified Advanced Padi Scuba Diver, warm sunny waters only!

A few years ago, I had a 'new-age sabbatical' and trained to be an acupuncturist. I'm a huge advocate of Eastern philosophy's approach to connecting mind, body and spirit and in practise – sleeping well, eating properly, stressing less and moving your ass.

I recently resurrected my art practise with a successful art show at the Bronwen Whitaker Gallery, London in 2023. Check out my Insta – @sophieawebb and shop www.sophiewebb.art.

My recent favourite read is Demon Copperhead by Barbara Kingsolver. TV wise, Nighty Night and anything Julia Davis touches never fails to crack me up. Sorry, Such Brave Girls doesn't come close.

AWARDS

I stopped thinking about awards after my early career at McCann, but these are the ones I won when they felt important.

MasterCard Airport Print Campaign
How International Design Awards

Nurofen Wolves TV ad
Kinsale 2003 SHARK

Nescafé Idents xnc.co.uk
Campaign of the month

Kendall Tarrant
Student Cream exhibition

PERMANENT & FIXED TERM ROLES

Associate Creative Director

2017 to 2019 (Permanent for 2 years until the contract moved)

Zinc Network (formerly Breakthrough Media), London

Works with the UK Gov and civil society organisations to counter violence and extremism in the UK and abroad. I headed up the creative team – a rich mix of writers, designers, art directors, photo editors, photographers and animators. We produced comms campaigns, printed, digital content, motion design, web design, digital services, capacity-building initiatives and business development tenders with a social impact focus. I was responsible for creative excellence and all the things that lead there – inspiring and mentoring the team, leading on conceptual ideas, copywriting, art direction, recruitment, restructuring, company processes, training and development.

Health-tech Communications Lead

2016 to 2017 (1 year fixed term)

Leo Lab, Copenhagen

Sitting alongside Leo Pharma, the lab ideated, created and tested digital health tech products and services addressing skin conditions. My main project was to develop a behaviour change service with a team of nutritionists. I joined in a creative and marketing capacity to develop and grow the app — part bot, part human.

Health-tech Content Lead

2015 to 2016 (1 year fixed term)

DigitasLBI, London

The Digital Innovation Group (DIG) was a collaboration between DigitasLBI and AstraZeneca. I wrote content across their health innovation projects and services. Day-by-Day, was a world-first digital coaching service for heart attack patients, which was then adapted for COPD patients. I helped shape the service with health experts – psychologists and cardiologists, understanding user needs, creating behaviour change initiatives, writing app content and marketing comms.

Startup Creative Writer & Copywriter

2014 to 2015 (1 year fixed term)

Wonderbly (formerly Lost My Name), London

Is a tech-based children's book start-up funded by Google Ventures, printing on-demand personalised books for kids all over the world. I worked across the the product platform UX, advertising, and social content.

Creative Teams

2009 to 2014 (Freelance)

With Sue Modral, Sarah McGregor & Lorenzo Mari

Agencies & others

Atelier, Leo Burnett, Beta, Karmarama, Beta, The Legacy Trust: part of the Cultural Olympiad, Head London, MRM London, Agency Republic, Work Club, Razorfish, Glue, Digit and Tidy Planet.

Creative Team with Sue Modral

2001 to 2008 (Permanent for 7 years)

McCann, London

Brands: Sharwoods, Magnum, Xbox, Intel, Nescafé, Nurofen, MasterCard, Microsoft, Veet, South African Airways, Walls Ice Cream, Coca-Cola, V6 Chewing Gum, Shelter, Bacardi, Yoplait, E45, Cobra, Cereal Partners, L'Oreal, Parkinson's and UPS.

Highlights

Sue and I went straight from Watford as a conceptual creative team sharing copywriting and art direction roles. Our first job at McCanns took us into a huge creative department with big opportunities to work with global brands. We learned from industry greats such as our Head of Art Mark Reddy, and travelled to NYC, Brazil and South Africa to take briefs and make TV ads. We created TV, radio, print and digital campaigns in a great period of learning and fun.