

Sophie Webb

Writer, Creative Leader & Strategic thinker

Campaigns/Branding/Content/Products/Services

About

What makes us love, hate, smile and feel connected—what makes us human? How can we smooth the ride as humans and robots become better acquainted in new working relationships? I shape brand stories and services to touch hearts, inspire minds, and build communities. I look after people and the planet with a thirst for great business ideas. I had a new-age sabbatical—training as an acupuncturist, making me a health and wellbeing expert (bore).

I'm a passionate storyteller—a seasoned copywriter, creative leader, and strategic thinker. I work both hands-on and in leadership roles. I work with some of the world's best-known brands, advertising & design agencies, technology companies and some lesser-known innovation labs and startups. Google, Apple, MasterCard, The Body Shop, L'Oreal, Xbox, Timberland, Elite Models, AstraZeneca, UK Gov, Mccann, DesignStudio and Rosie Lee to name but a few.

Copywriter, Creative Director, and Brand Strategist (Freelance)

2024

Rosie Lee: Content & brand strategist and lead copywriter on **Saucony's** brand reset in the US, shaping a fresh TOV and writing a Run Club Community Playbook for a pan-European city launch.

The River Group: Creative director and copywriter on **Imagine Holidays** TVC.

2023

The Raw Materials: Copywriter on a new TOV and wrote across digital touch points for a luxury fixtures and fittings company in Texas called **Alexander Marchant**.

YourStudio: Brand strategist and lead copywriter on **The Sloane Club**, **Cazcabel Tequila** and **Celestyal Cruises**.

DesignStudio: Brand strategist and copywriter on **Zalando Partners** and copywriter on a **DP World** brand campaign.

House337: Lead copywriter on a top-secret government project.

The River Group: Creative director and copywriter on **Sainsbury's Bank** social campaign and a pitch for the **Motor Neuron Disease Association**.

Here Design: Creative writer helping launch a new whacky **Ardbeg Whisky**.

Socially Powerful: Lead Creative on a new social campaign for **Wella**.

Added Health: Brand strategy, TOV and copywriting for their doctor-led health coaching startup.

2022

Rosie Lee: Brand Strategist for NYC artist **Mickalene Thomas**, creative strategist and copywriter on **Google** NYC's store launch, copywriter on **Timberland's** and **Pure Audio's** new e-commerce website

Alliance Health Group: Working with an independent family business that utilises a collective of peer-recommended surgeons to leverage several medical products. I helped them understand their brand, position their medically led insurance product, and get prepped to launch with a content strategy focused on a podcast idea.

Somewhere Agency: Copywriting for **Elite Models**, bringing them up to date with a more diverse and inclusive voice.

2021

Planet Super League: Content director helping the football families to become environmentalists.

AstraZeneca: Creative Lead on a remote monitoring pilot service looking after patients during the pandemic.

The Body Shop: Creative lead and copywriter on a brand refresh getting reconnecting with their activist roots. I headed up the writing team delivering a new TOV across editorial and product pages on the e-commerce website.

2022

Health United: Creative director and copywriter. Producing an osteoporosis awareness campaign for Amgen – video, digital ads, print and social. I've since helped Health United win two pitches.

Huna: Working with Health United as a brand consultant, creative Lead and copywriter bringing a new CBD product range to market through packaging and digital.

2019

Ten Thousand Starlings: Brand strategist, creative director, and copywriter on a brand refresh for a socially conscious management consultancy.

Infarm: Creative lead helping launch a Berlin-based vertical farming initiative in M&S in London.

Popsa: Creative copywriting lead at an AI photography-based tech start-up, working across content and marketing.

Associate Creative Director 2017 to 2019 (Permanent)

Zinc Network (formerly Breakthrough Media) Zinc Network is a communications agency working alongside governments 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. I was responsible for creative excellence and all the things that lead there – inspiring and mentoring the creative team, overseeing output, recruitment, restructuring, company processes, training, and development.

Communications Lead 2016 to 2017 (Fixed-term contract)

Leo Lab Sitting alongside Leo Pharma in Copenhagen, the lab ideated, created, and tested digital health tech products and services dealing with skin conditions. My main project was to develop a behaviour change service called TREAT with a team of nutritionists. I joined in a creative and marketing capacity to help create content for the app, part bot – part human, to support the marketing team with branding and advertising.

Copywriter, Conceptual Creative and Service Designer 2015 to 2016 (Fixed-term contract)

DigitasLBI Based in the Digital Innovation Group – a collaboration between DigitasLBI and AstraZeneca, I designed and wrote content across their health innovation projects and services. The big project of 2015 was Day-by-Day, a world-first live and digital coaching service for heart attack patients, which was then adapted for COPD patients.

Creative Writer & Copywriter 2014 to 2015 (Freelance)

Wonderbly are wonderful business creating on-demand personalised books for kids all over the world. I worked across the product platform UX, advertising, and social content.

Creative Teams 2009 to 2014 (Freelance) with Sue Modral, Sarah McGregor & Lorenzo Mari

Agencies: 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)

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 McCann's 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 period of great learning and great fun.

Awards

MasterCard: 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

Education

Acupuncture BSc (Hons) Lic Ac MBAC: 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

Interests

I love hiking in beautiful places, and I'm set on scaling the mountains of the world in the next ten years. I feel the slowdown with yoga and outdoor swimming. I recently produced my first solo art show at the Bronwen Whitaker Gallery, London in 2023. Check out my Insta – [@sophieawebb](#) and gallery at www.sophieawebb.art. My recent favourite read is Demon Copperhead by Barbara Kingsolver and I'm in love with Lamb in Slow Horses.