

CURRICULUM VITAE

IAIN PLUNKETT

Summary

A copywriter with highly developed conceptual and writing skills, I have over twenty years' specialisation in the information technology and business to business markets. I have a wealth of creative management experience at a senior level. For the last nine years I have been Creative Director of a London agency offering a wide range of marketing and communications services both in the UK and worldwide.

Key skills

- Extensive managerial experience within a creative agency
- Experience of developing and executing inbound, outbound and lead generation campaigns at a national and international level
- Experience of creating and delivering successful offline, digital and email marketing campaigns
- Experience as global creative lead for companies such as Cisco and Novell
- Strong long and short copywriting skills
- Experience in a variety of SEO techniques
- Broad knowledge of ICT, B2B and B2C markets

Professional Experience

Position: Creative Director

Company: The Garret

Duration: Feb 06-Present

Responsibilities: The output and day-to-day creative management of a London-based marketing consultancy. In addition to creative output, my role covered account management and development, new business development and new services development. Beginning as a consultancy offering a traditional range of marketing communications services, I was responsible for implementing new services for the consultancy including content marketing, inbound marketing and lead generation. The consultancy differentiated itself on its strategic thought and the ability to translate that into effective marketing campaigns. A small core team was supplemented by a network of freelance staff.

Key achievements:

- Successfully transitioned a new company from R&D to full commercial operations taking it from sales of zero to over £10 million within 12 months
- Devised and executed direct marketing campaign for a security product that achieved a response rate of 400%
- Devised and executed a lead generation campaign for a telecoms company entering a new market that delivered 300% more 'sales ready' leads than targeted
- Successfully launched a new social housing consultancy, including initial research, branding and sales and marketing collateral
- Designed and developed online presence for a software company that industry analysts described as 'the best website in the industry'
- Devised and executed worldwide launch of a high-end audio product, with events in UK, Europe and the US

Clients included: The Datasat Group, SICPA, SGS, Scyron, Shadow Innovations, BCS and Wisdom Audio

More information can be found at thegarret.uk

Position: Freelance Copywriter

Duration: March 02 – Jan 06

While freelancing, I worked with a range of marketing communications companies across a variety of disciplines and clients. While specialising in business to business communications, I was involved in a growing number of business to consumer campaigns. Over the period, I was retained in a number of roles including copywriting, creative consultancy and creative management.

Key achievements

- Helped devise and execute marketing campaigns for a client that saw it gain 'Best overall agency' at its industry awards
- Provided creative input as part of a multi-agency pitch for the worldwide account of a global business to business market leader
- Provided all online content for new product launch of a leading UK financial services brand

Clients include: AMD, Agency, Banner Corporation, Media Works, Ogilvy Interactive, Noah, tta, BDW, Fox Parrack Hirsch, GPJ

Position: Creative Group Head

Company: Banner Corporation

Duration: Aug. 97 – Feb 02

Responsibilities: The management of one of Banner's creative groups. At the time, Banner was the leading B2B agency in Europe – becoming part of the Y&R Group. The role entailed working in teams to develop projects from concept to implementation. As well as directing and managing the output of teams, I was responsible for the career development of individual team members. The position involved a good deal of new business development and client liaison. Prior to this, I was Senior Copywriter.

Key achievements

- Global creative lead on advertising and direct mail campaigns for companies including Novell and Cisco
- Devised and executed advertising campaigns that won 'best response advertising campaign' and 'best technology advertising campaign' awards
- Devised and executed direct marketing campaign for a global software company that gained more response than any other the company ran in Europe that year
- Devised and executed a rebrand and re-launch of a networking product that saw a 40% increase in sales over the next 12 months
- Devised and executed launch advertising campaign for a software company that saw it established as market leader within 12 months
- Devised and executed a home-working awareness campaign for a telecoms company that received national TV coverage and gained over 30% response rate from direct mail

Clients included: Novell, BT, Nokia, Sun Microsystems, ATG, RiverSoft, Cisco, Adobe

Position: Managing Editor

Company: The Graphic Word

Duration: Jan. 95 - July 97

Responsibilities: I was responsible for managing the company's copywriting resource and roster of contract published titles. As well as day-to-day management of the titles, I was heavily involved in new business development and on-going client liaison. While I was Managing Editor the company grew to become the fourth largest contract publisher of technology titles in the UK.

Key achievements

- Grew a stable of technology titles from three to 14
- One issue of a customer newsletter for a software company became directly responsible for over £30 million of new business for the client
- Developed a publication for a software company from four page newsletter to a news stand magazine

Clients included: EMC, Barclays Bank, Parity Solutions, OSI, Amdahl

Position: Account Manager

Company: Words, etc.

Duration: Jan. 93 - Jan 95

Responsibilities: From working closely with the client to develop the initial PR strategy to executing the campaigns and measuring results, I was responsible for all aspects of a range of B2B public relations accounts. In charge of a small team, I was responsible for the training and development of team members.

Key achievements

- Provided strategic input and promoted the launch of a new networking trade body in the UK
- Devised and executed a PR campaign for a software company that helped it become market leader in less than a year
- Developed communications strategy and delivered communications support for the management buy-out of a professional services company

Clients included: ACT, NEC, Parity Solutions, Powersoft.

Odd Fact

While working for BCS, The Garret helped the society to develop its entry-level training course on Green Computing. Working as part of their team, I was responsible for the development of course content and materials as well as developing the question matrix for the final exam. Subsequently, The Garret became the adjudication panel for the course ensuring that third party training organisations worldwide met the quality and capability levels necessary to deliver it.

Hobbies, Interests & Obsessions

After having done something seriously wrong in a past life, I am a semi-obsessed Aberdeen FC fan. This requires regularly enduring a type of torture that ought to be banned under the European Convention of Human Rights. I am also a member of a number of community groups in South East London whose activities include holding London's 43rd best dog show. A lifelong armchair politician, I am now taking an increasingly active role – although this has seen the number of dinner party invites I receive shrink noticeably.

Software Packages

Office: Word, Excel, Powerpoint
Design: InDesign, Illustrator, Photoshop
CMS: WebEdition, Wordpress, Weebly
Web: NetResults, Moz

Personal Details

Education: BA (Hons) 2.1 – History and Politics
Courses: Y&R Advanced Seminar on Advertising Skills

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References Available on request