



ANTONY ALTON

CREATIVE COPYWRITER

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in/aafreelancecopywriter

ABOUT

Mancunian wordsmith with **over 25 years' copywriting experience** gained at the sharp end in the North West's centres of creative excellence and with the region's up and coming innovators.

Equally comfortable cracking concepts as crafting copy against tight deadlines. Dedicated to **igniting ideas** and **making words work** in **print, digital, broadcast** and beyond.

WORK HISTORY



FREELANCE COPYWRITER

Antony Alton | 11 + Years

Producing original online and offline concepts and content for clients including Coats Crafts, The Co-operative Group, Odeon Cinemas, Nissan UK, ghd, Manchester City Council, NatWest Bank and East Coast Trains.



Recent projects have involved developing new content for BBC digital (iWonder) and helping Rentalcars.com create branding and tone of voice for their latest digital startup.



SENIOR COPYWRITER

TBWA Manchester | 3 Years, 5 Months

Senior Copywriter responsible for producing creative concepts and copy for all marketing materials required by the Nissan dealer network in the UK. Also lent a creative hand to press, TV and digital work for national retail accounts such as Morrisons, Wickes and UCI cinemas.



FREELANCE COPYWRITER

Antony Alton | 4 Years, 6 Months

Writer for hire in agencies across Manchester and the North West including McCann Erickson Manchester and TBWA, working on a wide range of B2C and B2B briefs. Studied for and gained a Masters Degree in Creative Technology at the University of Salford during this period.



COPYWRITER

BDH | 1 Year, 6 Months

Part of the company's direct marketing team creating results-driven campaigns for a range of above and below the line clients such as Eurocamp, Pritt Stick, Brother UK and Manchester City FC.



COPYWRITER

J.Walter Thompson Manchester | 4 Years, 8 Months

Rising from junior to fully-fledged member of the creative department within 6 months. Learning the craft by working on pitches and live briefs for Alton Towers, Sharp Electronics, Manchester Evening News and more.



EDUCATION

MASTERS DEGREE CREATIVE TECHNOLOGY

University of Salford | Sep 2000

A comprehensive study of emerging technologies and their potential for creative application. Research methods, project planning and skills in coding, digital design and 3D software were also covered in this intensive two-year course.

HND ADVERTISING DESIGN

Newcastle College of Art and Technology | Jul 1990

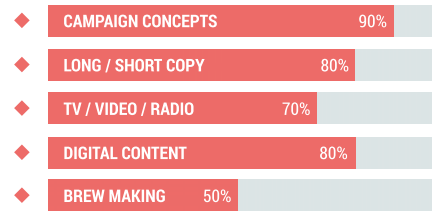
One of the country's most respected advertising design courses that gave equal emphasis to creative thinking and practical design and copywriting skills - working closely on dummy and live briefs with local agencies and industry luminaries including Tim Delaney.

OND GENERAL ART AND DESIGN

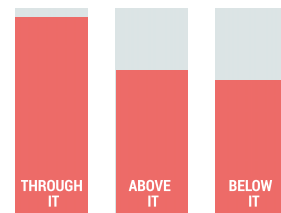
Salford Technical College | Sep 1986

Foundation skills in drawing, painting, photography and 3D with a second year specialism in graphic design.

SKILLS



'THE LINE' EXPERIENCE



WORK LOCATIONS



INTERESTS

