

Gareth Ellis | Copywriter

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Career summary

I work as a freelance writer with a passion for helping businesses of all sizes. Before that I was a Copywriter at Sainsbury's Argos for five years where I wrote for publications and across multiple channels, bringing with it a creative flair. Prior to that I was a journalist at the biggest newspaper in Milton Keynes. I have been working professionally for more than 13 years and have always worked in the creative field. A well-rounded worker, I am hard-working with strong attention to detail.

Key Achievements

- While at Sainsbury's Argos, I implemented a legacy of consistent copywriting by writing various Tone of Voice documents.
- I have worked as part of cross-functional, collaborative groups, writing content and copy guidelines for two new brands.
- I have delivered best in class copy for a number of big name suppliers including Karcher and Men's Health.
- I have built my confidence in presenting to different levels and team members across the business. I can also tailor my communication style to suit the stakeholder.
- I developed a colleague from a non-writing role to be our new Copywriter.

Employment History

Freelance Writer

(October 2020 – Present)

Achievements and responsibilities:

- I have already worked with a number of big companies including MuscleSquad and Cleva, producing product descriptions and blogs.
- I have also worked on two brochures for Ideal Standard, producing inspirational copy to be used in written publications.
- On top of that I have written packaging copy for Indian spice mix company, MasalaWala as well as providing copy for their company website.

Copywriter, Sainsbury's Argos, Milton Keynes

(September 2015 – October 2020)

Achievements and responsibilities:

- I developed my writing style to accommodate writing for website, catalogue and magazines, incorporating tone of voice to promote the business' brand.

- I take pride in my work and have enjoyed seeing it appear in numerous publications. My knowledge and use of SEO has helped to push Argos up the Google rankings making them more prominent in the market.
- My copywriting knowledge has seen me become the 'go to' on copy related queries.
- I have written copy for packaging copy for new brand launches making sure it is consistent across all channels so customers enjoy a smooth and constant experience.
- I wrote the PI Monthly Update, which was sent internally across the business.

Content Editor, Sainsbury's Argos, Milton Keynes

(March 2018-September 2018, 6-month secondment)

Achievements and responsibilities:

- I became more of an asset to our team as I learned to work with a lot of new systems, developing my knowledge of how content and copy are received from our suppliers.
- My new knowledge led to more exposure to and stronger relationships with internal and external stakeholders.
- I improved my ability to multi-task, working on multiple projects, in an extremely fast-paced environment.

Publications Executive, Sainsbury's Argos, Milton Keynes

(April 2014-September 2015)

Achievements and responsibilities:

- I worked as part of a dynamic, fast-paced team producing the Argos Catalogue. This involved strong multi-tasking skills as I needed to look after multiple projects at once. While in the team I went from a new starter to a source of support for other new colleagues.

Journalist, Milton Keynes Citizen, Milton Keynes

(December 2007 – April 2014)

Education

The University College for the Creative Arts

(September 2004 - June 2007)

Bachelor's Degree - Journalism

Hobbies & Interests

For the last six years I have been writing my own blog which has helped me to develop a new writing style and increased my passion for writing. I like playing and watching football, reading and going for walks as well as exploring with my wife and two children. I also workout regularly and have a strong interest in personal fitness.