

# Gareth Ellis | Copywriter

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## Career summary

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I've been a Copywriter in Sainsbury's Argos for five years and written for publications and across multiple channels, bringing with it a creative flair. Before that I was a journalist at the biggest newspaper in Milton Keynes. I have been working professionally for more than 10 years and am ready for the next step in my career. A well-rounded worker, I am hard-working with strong attention to detail.

## Key Achievements

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- I have implemented a legacy of consistent copywriting by writing various new Tone of Voice documents.
- I worked as part of a cross-functional, collaborative group on Project Endeavour, 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 led a team of fellow Copywriters to create the content for the Christmas Gift Guide – a multi-million pound publication.
- 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 am dealing with.
- I write, design and distribute a Monthly Update that is sent across the business, and now I'm developing and training a member of the team to take over.
- I have developed a colleague from a non-writing role to be our new Copywriter.

## Employment History

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### Copywriter, Sainsbury's Argos, Milton Keynes

*(September 2015 – Present)*

Achievements and responsibilities:

- I have 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 write the PI Monthly Update, which is 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**

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### **The University College for the Creative Arts**

*(September 2004 - June 2007)*

Bachelor's Degree - Journalism

### **Ousedale School**

*(September 1998 – June 2004)*

11 GCSEs A-C, A-levels in English Language (B), Media (C), Geography (C)

## **Hobbies & Interests**

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For the last four 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. I also go to the gym regularly and I have a strong interest in personal fitness.