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Career Details

Awards

Campaign Digital Award, 2005 – Best Customer Relationship Programme for O2
WebAward Competition, 2004 – Outstanding Website WebAward, dulux.co.uk
New York Advertising Festival – Silver World Medal – Felix Purrsonal Organiser
New York Advertising Festival – Finalist Certificate for Creative Kitchen
Internet Business Awards – Shortlisted – Cats Like Felix
Nestle Innovations Awards – Winner – Felix Viral Campaign
FAB Finalist, 2002 – Creative Kitchen
Revolution, April 2002 – Campaign of the Month – PG Tips
The Times – Interior Book of the Year, 2002 – Contemporary Glamour

Sample sites (for more, please ask for portfolio)

www.lifecantwait.com

www.reinventyourselfnow.co.uk/default.aspx

www.dulux.co.uk

www.lbigroup.com/en/

www.heathrowairport.com

www.corewellness.co.uk

Full-time roles and long-term freelance contracts

Iris**February to April****Senior copywriter (part of senior conceptual team with AD Diana Janicki)**

Worked on new business pitch for Yahoo, also conceptualised comms for Sony Ericsson.

Tribal DDB**February to current****Senior copywriter (part of senior conceptual team as above)**

Worked on new business pitch for McDonald's, also conceptualised comms for The Guardian; pitch work for Guinness and also work for Philips.

AKQA**January, 2008****Acting head of copy/senior copywriter**

Provided holiday cover for head of copy; wrote copy for launch of www.lifecantwait.com; event concepts for NIKE.

Clients: Sunsilk, Orange, NIKE.

Geronimo**October to present****Senior copywriter**

Developed blog personality and copy for www.ourfamilytime.co.uk.

Client: Radox

DLKW Dialogue**March to August, 2007****Acting head of copy/senior copywriter**

Created copy for large websites and tactical microsites; created concepts and copy for online advertising; wrote verbal identity guidelines; helped employ freelancers.

Clients: Halifax, AA, eBay, D&A, TENA, BAA.

LBi/Framfab**November 2006 to February 2007****Senior copywriter**

Concepted banners, created website copy, wrote scripts and press releases.

Clients: BT, Sony, Orange, Barclaycard Business, Starbucks.

Woolworths**July to October, 2006****Head of copy (long-term contract)**

Worked closely with the MD of the online division to employ a team of copywriters for woolworths.com; created tone-of-voice guidelines for the site and for each department; maintained copywriting excellence and generated site copy.

Archibald Ingall Stretton **February 2005 to May, 2006**

Acting digital creative director, senior copywriter (long-term contract)

Provided cover for digital creative director; worked as senior conceptual/creative copywriter on integrated campaigns.

Clients: BMW, Skoda, The British Museum and O2.

agency.com **October 2003 to May 2004**

Senior copywriter (long-term contract)

Developed brand tone-of-voice and provided content, copy and creative for award-winning site, www.dulux.com.

Clients: Dulux, Sainsbury's Bank

OgilvyOne **September 2000 to October 2003**

Associate creative director, head of copy

Worked with above and below-the-line teams to develop integrated creative solutions, nurtured client relationships, and pitched for new business; responsible for the overall copywriting discipline within OgilvyInteractive, including providing creative direction and overseeing briefs from conception to fruition; overseeing staff and copy standards; allocating resources, scheduling projects and ensuring deadlines are met. Wrote across all mediums (including DM letters, brochures, fliers, email virals, banner ads, advertorials, interactive TV ads, PDAs, CD scripting, websites).

Clients: IBM, Ford, American Express, Unilever, Nestle, Clear Money, British Telecom, Polaroid, Royal Mail and Unilever (Dove, PG Tips).

ELLE Decoration **October 1997 to January 2000**

Production editor/sub-editor

Wrote headlines, sub-edited and proofed articles, rewrote features, managed copy flow at all stages; recruited and organised freelance staff; conceived and researched feature ideas, wrote advertorials for clients below.

Clients: Virgin.net, Perrier-Jouet, Charles Page, Filofax and Benetton.

Low Pressure **December 1995 to October 1997**

Managing editor/Editor

Played a key role in the inception and implementation of 'The Snowboard Guide: North America' (published 1997), Low Pressure's first launch into the American market and 'The Snowboard Guide: Europe' (published 1996). The role included setting up editorial templates, researching and selecting destinations, recruiting five teams of journalists, photographers and editorial staff; and overseeing the progression of copy through all stages to final layouts.

Fall-line Publishing **May 1994 to January 1997**

Editor

Managed the successful editorial launch of Fall-line Magazine in 1994. The role included managing editorial staff and freelancers in a pressurised environment; commissioning all editorial and photography for the magazine, creating flat plans and deadlines, and overseeing the progression of copy through all stages to final layouts.

Contract work **2000 to present**

Copywriter

Wrote verbal identity and brand tone of voice guidelines; DM letters and brochures; concepted and created copy and ideas for web media campaigns; developed brand tone-of-voice documents; wrote email CRM, created virals and banner adverts; developed call scripts for the RSA and Inland Revenue call centres.

Clients: usecolor.com, Royal and Sun Alliance, British Telecom, Blueberry.net, Inland Revenue, Electronic Telegraph, Media Edge CIA, TK Maxx, Cancer Research UK (www.wishes.com), Columns Design (Thistle Hotels), Universal Products for Clintons Cards, Dr Greenfingers for What If?!, and GE Money, NTL, Mazda for Syzygy; brand positioning

statements for Krispy Kreme Doughnuts; brochure for Philips; Nintendo, Nytol, and Zovirax pitches at the BD-NTWK.

Journalist

Provided cover for deputy editor at ELLE Decoration (commissioned stories, sourced features, edited layouts). Generated original ideas for features, wrote to deadlines, sub-edited, picture edited, commissioned photographers and set up photo shoots.

Clients: Independent on Sunday, Your Home, NZ House and Garden, Living Etc, Ideal Home Channel 4's website, ELLE Decoration, Next (NZ), Tomorrow's World, and Home and Entertaining, Marie Claire, The Sunday Times, The Times, and Country Living.

Published books

'Contemporary Country'

(Ryland Peters & Small, 2006)

'Flea Market Style'

(Ryland Peters & Small, 2005)

'Room Style' (Introduction)

(Conran Octopus, 2004)

'Colour Match'

(Conran Octopus, 2002)

'Colour Inspirations' (Rewrite)

(Conran Octopus, 2003)

'Bathing Spaces'

(Rockport Publishing, USA, 2000)

'Contemporary Glamour'

(Mitchell Beazley, UK, 2002)

'Style on a Budget'

(Ryland Peters & Small, 2004)

'Fresh Daisy's Guide to Weaning'

(Cole Kathy, 2004)

'Chic Modern' (Introduction)

(Rotovision, 2004)

'Untouched'

(Conran Octopus, 2001)

'Cheap Chic'

(Ryland, Peters & Small, 2003)

'Modern Rustic'

(MQP Publishing, 1999)

Qualifications

BA (Hons) English and Economics

(University of Otago, NZ)

Diploma of Journalism

(Wellington College)

References

On request.