

# Nathan Burley

SENIOR CREATIVE – COPYWRITER

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## > ABOUT ME

I'm a London-based senior creative from Tasmania. This makes me wild, worldly and quite possibly inbred.

Over the past 15 years, I've worked on some of the world's best known brands. And together with some absurdly creative and talented people, I've even nabbed a few awards along the way.

What really floats my boat is the eternal challenge of coming up with new ideas, then working my arse off to bring them to life.

But only after coffee.

## > EDUCATION

### 2009 / AWARD COPY SCHOOL –

**SYDNEY** / Specialist course in creative copywriting conducted by AWARD\*

\*Australasian Writers & Art Directors Association

### 2008 / AWARD CRAFT – MELBOURNE

Specialist course in advertising craft conducted by AWARD.

### 2008 / AWARD SCHOOL – MELBOURNE

Selective entry course in ideas and creative thinking conducted by AWARD. Achieved Top 10 place in a 65+ class.

### 2000 – 2003 / UNIVERSITY OF

**TASMANIA – HOBART** / BA majoring in Journalism and Marketing. Admitted to Dean's Roll of Excellence (Top 5% of faculty), the Golden Key International Honours Society (Top 15% of University) and recipient of the Damon Courtenay Memorial Scholarship.

## > SKILLS

Idea generation / Creative Direction / Creative Strategy / Long copy / Short copy / Editorial / Branding / Social / Digital / Scriptwriting / Scamping / Story Boarding / VO Direction / Voice casting / Presenting / Team management / InDesign / Office birthday cards / Fantasy football

## > EXPERIENCE

### MAY 2019 – PRESENT / SENIOR CREATIVE

#### TEAM WITH HANRI LE ROUX, LONDON

Hanri and I teamed up at Havas, hit it off and the rest is, as they say, history. We're pitch-hardened, creatively hungry and currently open to both freelance and perm opportunities.

### JUN 2013 – JAN 2020 / SENIOR FREELANCE

#### CREATIVE, LONDON

After five months travelling through South Asia and Egypt (with the hospital records to prove it) I relocated to London for an upgrade in creative opportunities and a downgrade in weather. During this time I worked both in teams and as a solo senior creative at agencies including Havas, Wunderman Thompson, The LEGO Agency, 23red, Sapient, Emotive, Razorfish, BBD Perfect Storm, Feref, TMW, Albion and Comic Relief.

### OCT 2011 – DEC 2012 / COPYWRITER AT

#### MCCANN, MELBOURNE

Following the acquisition of SMART, we made the step-up to McCann where we continued to work under John Mescall on clients including Specsavers, L'Oreal, the Australian Government, Coca-Cola, Melbourne Airport, Metro Trains, Tiger Air and Maurice Blackburn Lawyers.

### JUN 2010 – OCT 2011 / COPYWRITER AT

#### SMART, MELBOURNE

Worked under John Mescall (now McCann's Global ECD) on clients including Stihl, Open Universities Australia, Betstar, Specsavers and Oporto. We were also the lead team on a winning pitch for the Australian Government's \$12m 'Clean Energy Future' campaign.

### JAN 2009 – JUNE 2010 /

#### COPYWRITER AT THE FOUNDRY,

Teamed up with my Art Director for the next 4 years, and worked on integrated campaigns for Scania, Stihl, Specsavers, Snooze, Dick Smith and Guardian Pharmacies. In 2009, we were also State Winners/National Finalists in the Australian Young Lions competition.

### MAY 2008 – DEC 2008 / FREELANCE

#### COPYWRITER, MELBOURNE

Made the move to Melbourne and started freelancing while enrolled in AWARD School (creative advertising course). Client list included STIHL, Snooze, WorkSafe Victoria and Industry Superfunds.

### APR 2006 – MAR 2008 /

#### COPYWRITER AT RED JELLY, HOBART

After a brief dalliance with a career in PR \*shudders\*, I managed to blag my way into adland. Dipped my creative toes on a mix of national and local clients including Woolworths, Tourism Tasmania, MyState Financial, Aurora Energy, Roaring 40s (Wind Energy), Sol, University of Tasmania and the Tasmanian Government.

## > INTERESTS

Guitars / Dogs / Travel / Photography / Hiking / Football / Cricket / Film / Cycling / Reading / Podcasts / Cooking / Running / Crosswords / Scotch eggs