

Claire Purcell

Creative. Copywriter.

www.clairepurcell.com

My work spans branding, award-winning 360 campaigns, nitty-gritty headlines, strategy to execution. I've worked for global corporations and D2C start-ups. I'm a conceptual thinker, grounded by a background in hands-on strategy and production. I recently returned to the UK after six years in New York City, during which I worked for some of the biggest brands in the world. Now back on home soil, I'm looking to add the best of British to my roster, too.

The Work

Freelance Creative Copywriter | March 2018 - present

- **Facebook and Instagram.** Rebrand of Facebook's Global Women in Agency conference. Digital ads and content design for the business arm of Facebook and Instagram.
- **Comcast.** UX, tone, and content for Comcast's GDPR Privacy Portal.
- **Mela Comfort, Andie Swim, Billie, Brooklinen, Smalls, Apotheke, Cedar Pay.** Brand positioning, social media strategy, tone of voice, and launch assets.
- **Absolut Vodka, Stearns & Foster, Revo Sunglasses.** Social media content, OOH posters, digital banner ads, emails.

Novelist | March 2018 - present

Completed a 75,000-word, commercial fiction novel, which I'm currently shopping to agents.

ACD Copywriter, Madison Square Garden | Jan 2017 - March 2018

- **New York Knicks, New York Rangers, New York Liberty.** Scripting, production, and VoiceOver casting and direction for 360 TV/Radio/OOH/Digital campaigns, including the Clio Award-winning 2018 NBA All-Star and 2018 Winter Classic campaigns.
- **Radio City Music Hall: The Rockettes.** Script, voiceover casting and direction for radio adverts for The Christmas Spectacular, plus OOH/direct mail ideation and copy.
- **Madison Square Garden:** Internal sales/hype videos, ideation and direction of internally produced audio-visual content for smaller theater events.

Senior Creative Copywriter, thelab NYC (agency) | 2014 - 2016, plus ongoing freelance

- **Facebook, Instagram, Disney, Victoria's Secret, Macmillan Books, Vera Bradley, Tempur Sealy.** Lead creative on 360 campaigns. Work included concept write-ups, taglines, branding, long and short copy. Lead creative on pitches. Hands-on collaboration and asset creation.

From 2008-2014: Penguin Books (Marketing), The Body Shop (Copywriting), world travel, and a transatlantic move.