

Ant O'Neill

Curriculum Vitae

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Nationality

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Languages

Finnish, Swedish,
Italian, Spanish

An innovative, versatile and fluid writer and storyteller with a track record in meeting tight deadlines and exceeding the expectations of the client. I have extensive experience of developing online and printed content, including social media and blog posts, press releases, B2C / B2B and other branded copy, rounded out by a solid grounding in linguistics.

I have also worked in and alongside the IT sector for clients including Ralph Lauren, the Wellcome Trust, and UCL. This has given me a vast amount of knowledge not only Adobe CC and other production software, but hardware and infrastructure, and video and audio production and editing. I have written and translated copy in three languages, with a working knowledge of a further two.

SELECTED CLIENTS

FNATIC (2018)

Fnatic have generally owned (sorry; pwnd) the eSports scene in Europe, to the point where they've been called the gaming equivalent of Real Madrid. This is fast becoming a huge industry, with star players taking home upwards of \$2million for tournament wins. Targeting the 18-25 sector, I worked in and around gamer vernacular to create marketing copy for hardware and apparel, B2C copy for newsletters and blog posts, and was involved in campaign strategy.

MEMRISE (2018)

Minding your language was a successful approach for Memrise, winning as they did the 2017 Google Best App award. Aside from putting together B2B and B2C copy for press and version releases, I was able to use my experience in languages to create instructional content for their Finnish and Italian courses.

AML GROUP (2017)

Financial long-form copy isn't the easiest arena in which to shine. But it's possible. I also wrote blog copy for this award-winning creative agency (bringing home three trophies at the 2018 Chip Shop awards alone), and I worked on their campaign to raise the awareness of emerging financial platforms, and the move to social inclusiveness for the 'unbanked' – individuals who do not have access to traditional banking.

FEDEX INFINITE BETA (2018)

Taking an affectionate nibble at the hand the feeds is one thing; it's another to tear off chunks of flesh. But that's just what I did for FedEx's wonderfully irreverent blog, Infinite Beta. In a world where everyone and everything is awesome, social, and open, this was a great opportunity to simultaneously amuse and educate, one post at a time.

WORK.SHOP.PLAY. (2017)

If you've seen those big white-and-pastel posters and thought, "I wish I'd thought of that", you've seen my copy. For this growing community of urbanites – over 10,000 currently – I created campaign material that was highly visible online and in print. This also ran on LCD and pillar displays across the UK, and on 96-sheet cross track posters on the London Underground.

ARCHIACT VR (2017)

An object lesson in world-building, Archiact engaged with me prior to the release of their bestselling virtual reality game, *Deep Space Battle*. The game was complete, but lacked context and a compelling storyline. As well as writing the plotline and the story leading up to the events of the game, I delivered a fully-realised universe that will be used for the forthcoming sequel.

EMPIRE (2012 – 2018)

You'll doubtless have a few copies of Empire lurking in that side pocket on your sofa, next to your cache of remote controls. Go on, have a look. I'm a regular contributor, specialising in the creation of sidebars, miniature articles-within-articles that enhanced or (often irreverently) paraphrased the main body text.

MOOMIN CHARACTERS (2016 – 2018)

This was massive opportunity to use and hone my storytelling skills. I worked closely with Moomin Characters in translating a number of Jansson's works to English for the first time, including *Villain in the Moominhouse*, the last, 'lost' Moomin story. This was presented at the *ArchWay With Words* literary festival in September 2017, and is due for publication in 2018. I have written a further book on Tove Jansson's early material, including translations of her poetry, and I was invited over to Finland for a four-week residency to complete this work.

COMPUTER ACTIVE (2018)

Writing for the UK's biggest-selling computer magazine presented a number of challenges. With a target audience being primarily aged sixty and over, the copy had to be clear and unambiguous, but still engaging, all within tight word-counts. I contributed a number of 'Secret Tips' and how-to articles, as well as two cover features.

BUZZHOPPER (2017)

I designed the branding and copy platform for Buzzhopper, a new, peer-based review site, with its sights on global expansion. Aside from the overall site and branding design, I contributed over three hundred of my own tips, covering locations as diverse as Jerez de la Frontera and Chicago.

SKUNK ANANSIE (2015)

Building on this rock group's success, guitarist Ace set up a guitar teaching school, with a mixture of face-to-face and distance learning. The latter involved the creation of a book and CD set, which I provided not only copy for, but transcriptions of the music samples used in the course.

SILENT CUSTOMER (2017)

Initially brought on board as a secret shopper, I moved on to brand consultancy for Silent Customer. The relaunch in January 2018 used my strapline, "From guesswork to guestwork", now prominently featured on all of their channels.