

Anthony O'Neill FRSA

CONCEPTUAL / CREATIVE COPYWRITER

## Profile

Award-winning conceptual and creative copywriter, able to adapt to any industry, brand, product or tone of voice.

If you know exactly what you want to say, I can help you say it better. If you're not quite sure, I'll help you figure it out.

Whether you're building a campaign from the ground up, or overhauling your existing messaging, you'll get the same level of commitment and professionalism, from a writer who has worked with a variety of companies, from the quirky to the legendary.

## Employment History

### OANDA – CONCEPTUAL COPYWRITER

AUGUST 2023 – DECEMBER 2024

How does a trading firm elevate its profile? Well, a high-profile brand ambassador is a big asset. And they don't come much bigger than Barcelona striker Robert Lewandowski. Bringing him on board demanded an impactful campaign, and that's what I delivered, with concepts and copy for out-of-home and online being delivered in three languages. That campaign was bookended between two other biggies - one for OANDA's new crypto offering and for their Labs Trader Challenge, where clients get the chance to trade with virtual funds but for a real share of the profits. And of course, there were dozens of other campaigns (big and small) – everything from OOH displays in four continents, to print adverts for partners Red Bull.

### CALLSIGN – CONTENT AND COPY MANAGER

NOVEMBER 2020 – NOVEMBER 2023

Did you check this résumé before opening it? What would you have done if it contained malware that was even now emptying your bank account? It's a serious question, and exactly the sort of thing that fraudsters are attempting. Fortunately, Callsign are working ceaselessly to put a stop to fraud, and that's a mission that was aided by my continuous output of collateral, ranging from white papers to thought leadership articles, to scripts for Brian Cox and Steve Wozniak at our global events.

### THE THINK TANK – SENIOR COPYWRITER

JULY 2020 – NOVEMBER 2020

Despite a global pandemic, The Think Tank continued to win new business – and awards. In fact, my work on their campaign for global logistics enterprise Asendia netted no fewer than five awards. Very much hitting the ground running, I delivered content for industry sectors ranging from construction to biotech. Shifting deadlines and last-minute brief alterations were all a daily - hourly - part of this role, as well as managing the traffic and workload of the junior copywriter.

### MCDONALD BUTLER ASSOCIATES – COPYWRITER

AUGUST 2018 – OCTOBER 2020

With ABM on everyone's lips, this role gave me a good taste of writing highly-targeted material for C-Suite executives. This meant everything from thought leadership pieces for perspective papers to ABM email campaigns for industry monsters such as Amazon AWS, Capgemini and Hewlett Packard. This involved smoothly switching from blog posts to white papers to landing pages, and adapting to the tones of voice and demands of each of the many clients.

## Details

London, United Kingdom

+44 (0) 77 48 49 39 36

[mrwrite@antonuzzo.com](mailto:mrwrite@antonuzzo.com)

## Links

[Portfolio](#)

## Skills

Conceptual copywriting

Storytelling

Marketing

Campaigns

Confluence & Jira

Linguistics

Cryptocurrencies

Blockchain

Fintech

Trading

Cyber security

Project management

Social media

## Languages

English

French

Spanish

Italian

Swedish

Finnish

## VACUUMLABS – COPYWRITER

JULY 2020 – OCTOBER 2020

Fintech, crypto, authentication: all areas where innovation is a watchword. Vacuumlabs have had a hand in shaping more than a few of the technologies that underpin these sectors, providing guidance and technical expertise to make those leaps forward happen. They needed a different sort of expertise to help build the case studies, blog posts and collateral that articulated their successes – someone with in-depth understanding of those technologies as well as first-class writing skills.

## MYSTERYVIBE – SENIOR COPYWRITER

JANUARY 2020 – JULY 2020

Yes. It's *exactly* what you think it is: writing copy for a company that makes things that go buzz in the night. On the one hand, the sales copy needed to be fun and cheeky, but also with a degree of sobriety in covering the health-positive aspects of the products.

## FUSE UNIVERSAL – MARKETING CONTENT WRITER

MARCH 2019 – JUNE 2020

Learning and development was long overdue for a shake-up: it simply wasn't working. Fuse's bite-sized modules were revolutionary and effective, but they needed to get the word out. My thought leadership articles and blogs gave them the traction they needed, and I was heavily involved in their highly successful live events – from initial concepts right through to branding and stand design.

## FEDEX – FEATURE WRITER

JANUARY 2018 – JUNE 2020

Logistics and transportation: hardly a sector to get the pulse racing. But FedEx were keen on challenging this perception, and brought me on board to help with that mission. As well as a series of features advising on a mixture of soft and practical skills, I also worked extensively on their highly popular [Making It Work](#) podcast series, exploring the challenges faced by entrepreneurs and small business owners.

## AML GROUP – COPYWRITER

NOVEMBER 2017 – DECEMBER 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, 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 don't have access to traditional banking.

## MOOMIN CHARACTERS – TRANSLATOR / WRITER

FEBRUARY 2016 – NOVEMBER 2017

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, presented at a literary festival in September 2017. After publishing a paper on my work in a peer-reviewed journal, I began work on a 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.

## EMPIRE – FEATURE WRITER

JANUARY 2012 – FEBRUARY 2016

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 was a regular contributor, specialising in the creation of sidebars, miniature articles-within-articles that enhanced or (often irreverently) paraphrased the main body text.