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| Ant O'Neill FRSASENIOR CREATIVE / CONCEPTUAL COPYWRITERProfileAre you looking for an award-winning conceptual and creative copywriter and strategist who can deliver content that drives conversion? Then read on. Whether it’s video scripts, SEO-optimised landing pages, white papers or social media, I’ve got a track record of delivering content that is impactful and successful. I have a deep understanding of AI – including fixing some of the problems that AI tools create. And I’m fluent in everything from Semrush to Adobe CS to Figma.Employment HistoryGAIN – AI COPYWRITERAUGUST 2025 – SEPTEMBER 2025Gain faced a huge challenge: revise 200 web pages detailing their many business offerings in just over a month. I was brought on board to deliver this, working their own trained AI model to generate the copy wireframes. I then liaised with the relevant SMEs to fact check and tailor the pages for launch – all achieved within the tight deadline.ELLIPTIC – AI CRYPTO COPY EDITORJUNE 2025 – AUGUST 2025This role was focused on editing long-form copy that had been generated by AI (and other writers) and making it more concise and readable, while still retaining the business’s tone of voice. This required extensive knowledge of the subject matter – the world of cryptocurrencies and blockchain. I delivered a wide range or material to a tight deadline, everything from thought pieces to deep-dive guides.OANDA – SENIOR COPYWRITERAUGUST 2023 — DECEMBER 2024In this role, I spearheaded the development and execution of a high-profile international campaign featuring FC Barcelona striker Robert Lewandowski, elevating the brand’s visibility. This meant delivering multilingual content across out-of-home (OOH) and digital platforms, while aligning with strategic brand objectives. This flagship initiative was positioned between three other major projects: the launch of OANDA’s two new cryptocurrency offerings and their prop trading program, the OANDA Labs Trader Challenge. I also managed a wide array of global marketing campaigns, ranging from OOH activations across four continents to high-impact print advertisements in collaboration with partners such as Red Bull.CALLSIGN – CONTENT AND COPY MANAGERNOVEMBER 2020 — AUGUST 2023I played a key role in advancing Callsign’s mission to combat digital fraud through the creation of high-impact content across multiple formats. I produced a continuous stream of strategic collateral – including white papers, thought leadership articles, and executive scripts –for global campaigns and events. One major win was my contribution to our flagship event, Identity First, with presentations delivered by high-profile figures such as Brian Cox and Steve Wozniak – reinforcing Callsign’s position as a leader in the cybersecurity space. *SECTORS:* VACUUMLABS – SENIOR COPYWRITERJUNE 2020 — NOVEMBER 2020Vacuumlabs needed someone to support their positioning as a key innovator across fintech, cryptocurrency, and digital authentication sectors; their behind-the-scenes work was often overshadowed by the names of their marquee clients. To this end, I was tasked with translating complex technical achievements into compelling case studies, blog content, and marketing collateral that effectively communicated the company’s impact – crafting content that resonated with both technical and business audiences.FUSE UNIVERSAL – SENIOR COPYWRITERMARCH 2019 — JUNE 2020I supported Fuse in redefining the learning and development landscape by promoting their innovative, bite-sized learning modules through targeted content and strategic event execution. I created high-impact thought leadership articles and video scripts that significantly increased brand visibility and market traction. I also played a key role in the success of major live events – contributing from initial concept development through to branding, messaging and stand design, ­­ensuring a consistent and compelling presence across all touchpoints. MYSTERYVIBE – SENIOR COPYWRITERJULY 2018 — MARCH 2019One of my more challenging roles to date: developing brand-aligned copy for a leading manufacturer of intimate wellness products. This involved carefully striking a balance between playful, engaging language and informative, health-focused messaging. I rafted sales content that maintained a tone appropriate to the brand’s identity while responsibly addressing the well-being and lifestyle benefits of the product range. MCDONALD BUTLER ASSOCIATES – SENIOR COPYWRITERAUGUST 2017 — JULY 2018In this role I specialised in crafting highly targeted content for C-suite audiences as part of strategic Account-Based Marketing (ABM) initiatives. The range of materials that I created included thought leadership articles, perspective papers, and personalised email campaigns for major enterprise clients such as Amazon AWS, Capgemini, and Hewlett Packard. This role demanded the agility to quickly pivot between formats (blog posts, white papers, landing pages) while adapting to distinct brand voices and client-specific requirements to ensure messaging was both effective and on-brand.AML GROUP – COPYWRITERCONTRACT ROLEThis was an important contract role for me. I produced engaging long-form financial content for this award-winning creative agency – demonstrating the ability (and the need) to bring clarity and impact to a traditionally complex sector. This included promoting social inclusion for the 'unbanked' – individuals without access to conventional banking services, which in turn helped position clients at the forefront of purpose-driven financial innovation.THE THINK TANK – COPYWRITERCONTRACT ROLEI helped The Think Tank’s continued business growth and industry recognition, including the development of an award-winning campaign for global logistics leader Asendia, which secured five industry accolades. I delivered high-quality content across a diverse range of sectors, including construction and biotechnology, often under tight deadlines and evolving briefs.FEDEX – B2B / B2C COPYWRITERCONTRACT ROLEI collaborated with FedEx to reshape perceptions of the logistics and transportation sector through strategic, audience-focused content. As well as creatin a series of feature articles offering both soft skill guidance and practical advice for business audiences, I had a central role in the development of the widely acclaimed [Making It Work](https://www.fedex.com/en-us/small-business/making-it-work-podcast.html) podcast series, highlighting the real-world challenges and successes of entrepreneurs and small business owners, and reinforcing FedEx’s commitment to supporting SME growth.  |  | DetailsLondon, United Kingdom07748493936mrwrite@antonuzzo.comLinks[Portfolio](https://www.antonuzzo.com)SkillsConceptual copywritingSEOMarketingCampaignsConfluence & JiraAdobe Creative SuiteVideo scripting / storyboardingLinguisticsCryptocurrenciesBlockchainFintechTradingCyber securityProject managementSocial mediaAILanguagesEnglishFrenchSpanishItalianSwedishFinnish |