

# Ant O'Neill

## Curriculum Vitae

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### Nationality

British

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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 features and articles, white papers, B2C / B2B, ABM and other branded copy, all rounded out by a solid grounding in linguistics. Security, tech, fintech and L&D are particularly strong areas. I've written and translated copy in three languages, with a working knowledge of a further two.

### WORK EXPERIENCE

#### OANDA – COPYWRITER (AUG 2023 – present)

In the competitive world of trading, 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 it was a challenge, delivering three multinational campaigns within a four-month window; but one that I absolutely relished.

#### CALLSIGN – CONTENT AND COPY MANAGER (NOV 2020 – MAY 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 (Jul 2020 – Nov 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.

#### FEDEX – FEATURE WRITER (Jan 2018 – Nov 2020)

Taking an affectionate nibble at the hand that 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 and inspirational NUDGE initiative. Advising on a mixture of soft and practical skills – with a dollop of dark humour in the mix – FedEx are using this to reposition themselves as a forward-looking tech company rather than just a logistics business.

#### MCDONALD BUTLER ASSOCIATES – COPYWRITER (Aug 2018 – Nov 2020)

With ABM on everyone's lips, this role has given me a good taste of writing highly-targeted material for C-Suite executives. This meant everything from thought leadership pieces to perspective papers to ABM email campaigns for industry monsters such as Amazon AWS, Capgemini and Hewlett Packard. This has 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 (and account handlers).

## VACUUMLABS – COPYWRITER (Jul 2020 – Nov 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; a sort of digital éminence grise, if you will. They needed someone to help build the case studies, blog posts and collateral that articulated their successes; which meant that someone had to be as familiar with the ins and outs of blockchain as they were with just knowing when to use an em-dash. Or not

## FUSE UNIVERSAL – MARKETING CONTENT WRITER (Mar 2019 – Jun 2020)

"Change everything" was the starting point here - Fuse found itself in need of a TOV to match its ethos, culture and game-changing L&D platform. And rightly so – when you've got a stylish show home, it's a no-brainer that you'll want to paint the rooms with Farrow & Ball rather than budget emulsion from the pound shop.

The role rapidly evolved to one of creative direction, however – I've taken the lead on the ideation for (major!) events, campaigns and initiatives as well as the constant outpouring of thought leadership articles, press releases and internal external communications.

A large part of that was helping to reposition Fuse in the market as the needs of its clients and workforce (and let's face it, the whole world) shift to new ways of working and interacting.

## MYSTERYVIBE – SENIOR COPYWRITER (Jan 2020 – Jul 2020)

Yes. It's *exactly* what you think it is: writing copy for a company that makes things that go buzz in the night. My mum would be so proud. This needed something of a chameleonic approach – 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. Equally, copy was needed for the company's presence in more specialised market segments (or even 'specialized' – with an international reach, it meant working in both US and UK English). Not a role for the faint-hearted!

## AND BEFORE ALL OF THAT...

I'll put my hands up and admit it: writing started as a hobby that became a side hustle that became a career. I cut my teeth writing articles for a number of magazines and papers such as the Big Issue, Kerrang!, The London Paper and Internet Monthly. Don't hold the last one against me.

I still love journalism – as evidenced by cheekily incorporating a boxout in my CV – It's just finding time for it...

During that time I was working full-time in IT – first as a support tech, latterly as a manager – for organisations such as Ralph Lauren, UCL and The Wellcome Trust. That love (and inherent understanding) of technology stays with me to this day, enabling me to swim rather than sink when thrown into the deep end of a new CMS, platform or package.

And I've never forgotten the cardinal rule: don't upset the I.T. guy.

## MOOMIN CHARACTERS – TRANSLATOR / WRITER (Feb 2016 – Nov 2017)

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 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.

## AML GROUP – COPYWRITER (Nov 2017 – Dec 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 do not have access to traditional banking.

## EMPIRE – FEATURE WRITER (Jan 2012 – Jan 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'm a regular contributor, specialising in the creation of sidebars, miniature articles-within-articles that enhanced or (often irreverently) paraphrased the main body text.