

# SHANNON DOIDGE

Senior Copywriter

## DETAILS

### ADDRESS

London  
UK

### PHONE

+44 7884595699

### EMAIL

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## LINKS

[PORTFOLIO](#)

[LINKEDIN](#)

## SKILLS

Copywriting

Editing

Creative Problem Solving

Multi-Channel Campaigns

Art Direction

Public Speaking

Microsoft Office Suite

## PROFILE

As a Creative Copywriter, I found my niche in contemporary and digital advertising, but can work my way 'round traditional ATL campaigns like the back of my notepad. I'm looking to sink my teeth into a growing company and apply nine years of experience to every brief I can find. I thrive within energetic environments that let me flex my creative flair; provide room to grow and up-skill; have involved leadership with strong support systems – while, mostly importantly, having a laugh.

## EMPLOYMENT HISTORY

Snr. Copywriter, Trainline

LDN

Jul 2024 — Present

New to the London workforce (and rail culture, and rail apps), I've quickly adapted to my role as the sole copywriter for UK, US, and Inbound markets. Day-to-day includes captivating customers with BAU correspondence, in-app marketing, and liaising with other teams to push new developments, campaigns, or social content live.

I've taken on the tone of voice as my own, replicating and pushing it further at every opportunity to strengthen our rapport with customers.

Within my short time at Trainline, I have:

- Delivered creative to outperform previous years' iterations.
- Consistently delivered ahead of deadlines to ensure proper feedback and amendment processes are kept.
- Established and maintained new cross-department relationships.
- Managed larger projects including redesigning the company social look and feel.
- Mentored junior members on our TOV and creative approach.
- Represented the creative team in larger cross-department meetings.

Snr. Creative Copywriter, Raydar

AUK

Apr 2023 — May 2024

Back from travel, I re-entered the workforce through Raydar: New Zealand's leading shopper agency. Being brand-raised, I had a lot to learn. With the help of supportive leadership, I quickly found my feet

Leadership



Project Management



UX/UI Writing



Digital Marketing



Adobe Creative Suite



Content Creation



Figma



WordPress



SEO



Clearscope



## HOBBIES

- Sweating it out at the gym
- Nipping fingers in the kitchen
- Swallowing water in the surf
- Damaging joints on a run
- Eating dust on a dirt bike
- Wrecking hearing at a gig
- Inking body-bits at a studio

... with passion.

## REFERENCES

Available upon request

and how I could apply my range of brand and client-side experience to a new discipline.

During my year at Raydar, I had:

- Co-conceptualised and executed their very first self-promotional campaign and PR to follow – a massive move for the agency.
- Left my mark across every brief in the building, being the sole Copywriter.
- Been included in and contributed toward successful business pitches, Trans-Tasmin collaborations, new B2B offerings, and our biggest promotional campaigns to date.

**Snr. Copywriter, Kami**

AUK

Jul 2021 — Jul 2022

Kami gave me vital insight into client-side and start-up culture, with its ultra-fluid, hands-on structure. On joining, Kami marketed themselves with little more than a Google store bio, so I was able to make a difference by:

- Comprehensively crafting their first Tone of Voice guide, with focus on their dominating US market.
- Refreshing all existing comms; including Kami's website, email chains, socials, blogs, reports, UX, scripts, leadership's speeches, and more.
- Venturing into roles beyond my title e.g. Project management and marketing strategy, including SEO best practice.

**Creative Copywriter, Colenso BBDO**

AUK

Jun 2016 — Jul 2021

After completing a four-month internship, I earned a full time position. From there, I worked across all types of campaigns, with a focus on digital. Colenso allowed me to adapt to fast-paced environments and ever-changing requirements.

My 90% consisted of ideating and bringing creativity to a range of digital outputs; including app, web, social, and direct marketing – both short and long form.

My 10% consisted of working on much larger integrated campaigns, shoots for TVC, radio outputs, OOH, print, and internal pitches. During my time at Colenso, many of my campaigns were shortlisted, and campaigns I contributed to, awarded.

## EDUCATION

**Bachelor's Degree, Auckland University of Technology**

AUK

Mar 2013 — Aug 2015

Graphic Design, minoring in Advertising