

LIL CAMERON

With a background as an award-winning creative copywriter, I'm now a freelance writer for hire, with particular skills working with the digital environment and on large-scale copy jobs that require strong communication strategy and UX skills. I've written for some of New Zealand and the world's most beloved brands, largest corporate businesses, and the best up-and-coming SME and startups.

My strengths lie in my attention to detail and in a great ability to get into the mind of the reader. I have a flexible way of working that sees me partner directly with clients or with digital and advertising agencies. I can work with your in-house resource, with digital designers, project managers or really anyone who needs my help.

WORK EXPERIENCE

- **Freelance Copywriter, Business Writer & Creative Director**
specialising in the digital environment and tone of voice, with clients from all over the world. Currently based in New York.
August 2008-Current
- **Creative Director/Writer at Big On Writing**, involved in large-scale digital projects, tone of voice projects and writing workshops for some of NZ's largest companies including Westpac, Tower Insurance & Spark.
October 2011-Current
- **Digital Content Specialist at Westpac NZ bank**, joining the Digital team on a four-month contract to help with website tone of voice consistency, UX, new content and CMS tasks.
July-October 2013
- **Freelance Copywriter & Specialist Digital Writer signed to The Pond**, which represents NZ's best creatives. Worked on over 80 brands for agencies including DraftFCB, Saatchi's, BBDO Sydney and Y&R.
August 2008-June 2012
- **Creative Director at Soda Communications, Auckland**. Responsible for maintaining a high standard of creative work, managing suppliers, pitching and presenting to new and ongoing clients.
October 2010-December 2011
- **Award-winning Creative Copywriter at BCG**, working on clients such as Audi, Hansells and Les Mills.
April 2007-August 2008
- **Creative Copywriter at Ogilvy NZ**, working on clients such as American Express, GlaxoSmithKline, IBM, Kiwibank, Nestlé & Sanitarium.
Jan 2006-April 2007

QUALIFICATIONS AND SKILLS

- Content Strategy, SEO copy, CMS, IA/sitemapping/UX, basic InDesign & Keynote
- Diploma of Creative Advertising, Axis AdSchool, Auckland, New Zealand
Feb 2005-Nov 2005
- BA Psychology and Communications, Otago University, Dunedin, NZ
Feb 2002-Nov 2004

AWARDS

(Only 1st-3rd placings mentioned here)

International DMA Echo Awards 2008

Gold – Not-for-Profit

John Caples International Awards 2008

Gold – Electronic/Interactive Online ad

Silver – Multimedia Campaign

New Zealand Effie Awards 2008

Gold – Limited Budget

Asia Pacific Advertising Festival 2008

Silver – Direct Response: Online

New Zealand Marketing Association RSVP Awards 2008

Silver – Lead Generation

YoungGuns 2009

Bronze – Consumer Services TV (MoleMap)

AWARD 2008 (Australasian Writers & Art Directors Association)

Bronze – Online Direct Response, Individual

The Gingerbread Haka campaign ranking by The Big Won, 2008

Ranked #6= in "The Top 10 Direct Marketing campaigns (global)"

Ranked #5 in "The Top 10 NZ campaigns in all media"

AdMedia 'Ad of the Month', February 2008

"Water truck crash" billboard stunt for Vita Quench, Old Fashioned Foods

New Zealand Marketing Association RSVP Awards 2006/2007

RSVP Craft Award – Copywriting

Gold – Loyalty / Relationship Programme

Crowbar Awards 2005

Silver – Direct Mail, Crowbar Asia-Pacific Student Creative Awards, 2005

3x Bronze in Copywriting, Direct Mail and Integrated 2005

For the sake of being succinct I've excluded Other Writing Achievements and Volunteer Work. Please ask about these if they are of interest.