

Sophie Webb

sophiewebbportfolio.co.uk

Creative Lead and Copywriter

Products / Comms / Branding

About

What makes us love, hate, laugh and cry — what makes us human? As the robots march onwards, these are the questions I ask myself. I like creating content, products, campaigns and services that connect with people emotionally and where business, cultural and social values join force.

Freelance Creative Director and Copywriter

April 2019 – present

The Body Shop: Creative Lead and Senior Copywriter on a brand refresh going back to their activist roots. I headed up the writing team delivering a new TOV across editorial and product pages on the e-commerce website.

Health United: Creative Director and Senior Copywriter. Producing an osteoporosis awareness campaign for Amgen – video, digital ads, print and social. Creating a CBD oil brand, Huna – naming, design and website.

Ten Thousand Starlings: Brand Strategist and Creative Director on a rebrand and web build for a socially conscious management consultancy based in Amsterdam and London.

Infarm: Creative Lead helping launch a Berlin based vertical farming initiative in M&S in London.

Popsa: Creative Copywriting Lead at an AI photography based tech start-up, working across content and marketing.

Associate Creative Director

Jun 2017– Apr 2019

Zinc Network (formerly Breakthrough Media)

Zinc Network is a communications agency working alongside governments and civil society organisations to counter violence and extremism in the UK and abroad. I headed up the creative team – a rich mix of writers, designers, art directors, photo editors, photographers and animators. I was responsible for creative excellence and all the things that lead there – inspiring and mentoring the creative team, editing work, recruitment, restructuring, company processes, training and development.

The creative team produced brand identities, comms campaigns, printed and digital content, motion design, web design, capacity building initiatives and business development tenders. I approached our socially charged projects with an inquisitive mind and used my interest in mental health to shape creatively responsible responses and help connect with vulnerable audiences with positive behaviour change initiatives.

Communications Lead

2016–2017

Leo Lab

Sitting alongside Leo Pharma in Copenhagen, the lab ideates, creates and tests digital health tech products dealing with skin conditions, with a focus on psoriasis. My main project was to develop a behaviour change app with a team of nutritionists. I joined in a creative and marketing capacity to help create content for the app — part bot, part human — and to support the marketing team with branding and advertising.

Copywriter and Conceptual Creative

Apr–Jul 2016

Wonderly (formerly Lost My Name)

Wonderly are an incredible tech-based children's book start-up funded by Google Ventures taking the world of publishing by storm by printing on-demand personalised books for kids all over the world. I enjoyed helping them with online advertising, content and social media.

Mar 2015–2016

DigitasLBi

Based in the Digital Innovation Group, I delved into the world of behaviour change, writing content across their health innovation projects. The big project of 2015 being Day-by-Day, a world first live and digital coaching service for heart attack patients, now being adapted for COPD patients.

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Part-time Entrepreneur

2015–2016

In 2015 I worked with two friends on an innovation which spanned health, art and tech. I gained valuable insight into the start-up world and business development. I also helped a tech based hairdressing start-up with brand positioning, naming and TOV, aptly named Flair.

Copywriter for Startups

2013–2015

Stranger Collective, Ear to the Ground, Studio Lovelock, Fathom London, Kith & Kin, Omorovizca, Portas, Odd, Headspace and Savory & Moore.

This was a fun period working with start-ups, it meant I had to dip into my psychology background to create brand and content strategy and then write across a variety of media, from websites to product packaging.

Various freelance Creative Teams

2008–2012

Atelier, Leo Burnett, Beta, Karmarama, Beta, The Legacy Trust: part of the Cultural Olympiad, Head London, MRM London, Agency Republic, Work Club, Razorfish, Glue, Digit and Tidy Planet.

Creative Team with Sue Modral

2001–2007

McCann, London

Sue and I went straight from college into a huge creative department with big opportunities on to work big global brands. We worked our butts off to bring our ideas to life in a highly competitive environment. Highlights included learning from industry greats like Mark Reddy and travelling to NYC, Brazil and South Africa to take briefs and make TV ads.

Brands: Sharwoods, Magnum, Xbox, Intel, Nescafé, Nurofen, MasterCard, Microsoft, Veet, South African Airways, Walls Ice Cream, Coca Cola, V6 Chewing Gum, Shelter, Bacardi, Yoplait, E45, Cobra, Cereal Partners, L’Oreal, Porkinson’s and UPS.

Awards

MasterCard Airport Print Campaign – **How International Design Awards**

Nurofen Wolves TV ad – **Kinsale 2003 SHARK**

Nescafé Idents xnc.co.uk – **Campaign of the month**

Kendall Tarrant Student – **Cream exhibition**

Education

Acupuncture BSc 2:1 (Hons) Lic Ac MBAcC. College of Integrated Chinese Medicine

Art Direction and Copywriting Watford Post Grad Diploma

Psychology BSc 2:1 (Hons) University of Northumbria at Newcastle Upon Tyne

Art Foundation (Specialising in painting) Mid Cheshire College of Art. Distinction

A-levels Art, English, Ancient History. Uppingham School

Interests

I live in London and enjoy being part of the never-ending stream of cultural delights and new experiences. But I grew up in Cheshire surrounded by fields and rabbits, so I often escape to big open spaces to reconnect. I’m a practising acupuncturist (it’s good fun sticking pins in people and having them thank you for it) and I’m interested in wellbeing in the workplace. Yoga, running and a healthy sense of humour keep me sane.

Contact

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