

Sophie Webb

sophiewebbportfolio.co.uk

Creative Lead, Copywriter, Brand Strategist and Service Designer

Branding / Content / Comms / Services

About

What makes us love, hate, smile and feel connected — what makes us human? These are the questions I ask myself as robots and humans become acquainted in new working relationships. I create brands, content, campaigns, products and services that connect with people emotionally and where social, cultural, environmental and business values join force.

Skills

I love to work in the space where creativity, health and technology blend. I lead creative teams who produce impactful and empathetic content. I'm an experienced copywriter passionate about health, the arts, nature and connecting people — writing across all media and platforms. A bit like Dr Frankenstein (but better), I create brands by imagining them as people with needs, wants, ideas and expressive behaviour. I work in technology businesses where problem solving and agile practises are the norm. I have a Psychology (BSc) degree so user centric research, design, behaviour change theory and practise are in my blood. I enjoy bringing calmness and compassion to our communities. I aspire to be an empathetic leader and teammate. The process is everything, let's try and make it work to help people grow and look after our beautiful planet.

Freelance Creative Director, Brand Strategist and Copywriter

April 2019 – present

AstraZeneca: Creative Lead on a remote monitoring pilot service looking after patients during the pandemic.

The Body Shop: Creative Lead and Senior Copywriter on a brand refresh getting reconnecting with 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: Brand consultant, Creative Lead and Copywriter bringing a new CBD product range to market across packaging and digital.

Ten Thousand Starlings: Brand Strategist, Creative Director and Copywriter on a brand refresh for a socially conscious management consultancy.

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 worked closely with other heads of departments — strategy, research, tech, film production and social. I was responsible for creative excellence and all the things that lead there — inspiring and mentoring the creative team, overseeing output, recruitment, restructuring, company processes, training and development.

The creative team produced comms campaigns, printed and digital content, motion design, web design, digital services, 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 and services dealing with skin conditions. My main project was to develop a behaviour change service 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, Conceptual Creative and Service Designer

Mar 2015–2016

DigitasLBi

Based in the Digital Innovation Group — a collaboration between DigitasLBi and AstraZeneca, I designed and wrote content across their health innovation projects and services. The big project of 2015 being Day-by-Day, a world-first live and digital coaching service for heart attack patients, which was then adapted for COPD patients. I helped shape the service working with health experts — psychologists and cardiologists, understanding user needs, creating behaviour change initiatives, writing app content and marketing comms.

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Creative Lead and Copywriter

Products / Comms / Branding

Entrepreneur, Freelance Brand Strategist and Copywriter

2013–2016

Headspace, Wonderbly (formerly Lost My Name), Google, Stranger Collective, Fathom London, Omorovizca, Portas, Odd, Headspace and Savory & Moore.

I worked with two friends on a digital health product spanning health, art and tech and tackling our unhealthy sitting-down culture. I gained valuable insight into user research, product design and business development. I enjoyed helping Wonderbly – a tech-based children’s book start-up funded by Google Ventures. They’re taking the world of publishing by storm by printing on-demand personalised books for kids all over the world. I worked across online advertising, content and social media.

I helped a tech based hairdressing start-up with their brand positioning, naming and TOV – aptly named Flair. I worked directly with other brands and start-ups and brands on their content strategy and copywriting across the board, from websites to video and product packaging.

Freelance Digital Creative

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, Parkinson’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 (pre-pandemic!) enjoyed being part of the never-ending stream of cultural delights and new experiences. I grew up in Cheshire surrounded by fields and rabbits, so I often escape to big open spaces to reconnect. I have a strong belief in treating the environment with respect and drawing strength from nature. I’m a practising acupuncturist and I’m interested in wellbeing in the workplace. Friends, yoga, wild swimming and a healthy sense of humour keep me sane.

Contact

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