

John Wallace

ADVERTISING COPYWRITER

W John Wallace *LLB*

CREATIVE CONSULTANCY COPYWRITING TRAINING

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Having read Law at Liverpool University, I practised as a solicitor in the City of London for three years before changing my career to advertising, joining international advertising agency D'Arcy as a copywriter, where I worked on a wide range of consumer accounts. I then worked for D'Arcy offices throughout Europe, before being appointed Senior Copywriter at the agency's world-wide headquarters in St Louis, Missouri, USA, working on national beer brands Budweiser and Michelob.

Following my return to the UK, I became Associate Creative Director of the ADS Group, Manchester, and then joined Whitefriars Communications, Chester, as Joint Creative Director. Thereafter I worked in Singapore and Malaysia before returning to the UK to establish a marketing, creative and copywriting consultancy in Alderley Edge.

1991-present: self-employed
1991: Bozell International, Kuala Lumpur, Malaysia, AKM Advertising, Singapore
1988-1991: Whitefriars Advertising, Chester
1985-1988: ADS Advertising, Manchester
1979-1985: D'Arcy - London, USA & Europe

SERVICES PROVIDED

Copywriting

- Consumer advertising (television, radio, press, posters, online) • Business to Business
- Trade & Technical • Scientific • Pharmaceutical • Below the Line • Brochures • Annual Reports
- Catalogues • Sales Promotion • Direct Mail

Public Relations

- Press releases • In-house magazines • Editorial journalism

Web, video and radio

- Script writing • Production • Post-production • Editing • Voice-overs

Miscellaneous

- Conferences • Speeches • Exhibitions • Reviews • Website planning and copywriting

Training

In-house courses in copywriting, marketing and advertising

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ACCOUNT EXPERIENCE (SUMMARY)

Financial

- Nationwide, West Bromwich, Leek United and Cheshire Building Societies • Barclays Bank
- MBNA Bank • Skipton Group consumer and B2B services

Medical/health

- Abacus Healthcare • Vitafoam Healthcare Seating • Fresenius Healthcare Group
- Pharmaceutical Care Services • Salus Natural Healthcare

Alcohol & tobacco

- Skol lager • Lowenbrau lager • McEwans lager • Budweiser beer • Michelob beer
- Harveys sherry • Babycham • Embassy cigarettes • Hamlet cigars • Lambert & Butler cigarettes

Food

- Galaxy chocolate • Danish Bacon • McDonalds hamburger restaurants • Bubblicious bubblegum
- Baars-Kaars cheese • British Meat Council • Roberts Bakeries

Services

- Shelter Insurance Co • Interflora • National Trust • Blackpool Dept of Tourism • North West Water
- Merseyside, Cheshire, Oldham, Stockport, Notts & Staffordshire Training & Enterprise Councils

Retail

- Owen Owen stores • Lo-Cost supermarkets • Boots chemists • Co-op Shopping Giant

Toiletries

- Colgate toothpaste • Ultra Brite toothpaste • Palmolive products • Snugglers disposable nappies
- Phensic aspirin

Technical

- Royal & SunAlliance Engineering • British Aerospace • Royal Ordnance • Ferranti
- Shell Chemicals

Travel

- Abercrombie & Kent • Aspro (Airtours Group) • Villa Retreats • Carrier Travel

Various

- Peugeot cars • Pal & Whiskas pet foods • Southwestern Bell Telephone • Hoover
- Olivetti Computers • Dunlop tyres • Gardner Merchant contract catering • Bellway builders
- Astra-Zeneca • Windcheetah bicycle manufacturers • Pertex weatherproof fabrics