

Gemma Champ

CREATIVE CONTENT DIRECTOR

Energetic, creative, versatile, strategic, and highly experienced as a brand storyteller.



Wild Squirrel Recruitment

Stories Unfold Ltd

April 2019-present

As a contractor, clients return to me again and again for my versatility, reliability, creativity and ability to turn messaging into anything from a 20-word copy line for BA to a multitouch digital experience telling the story of global trade for a Big Four accountancy and consulting firm. Clients include Jack Morton Worldwide, Oliver Agency, BBH Zag, Grayling, Headland, London College of Style, Corporate Punk

Proximity London

December 2014 to April 2019

I built a collaborative relationship between stakeholders and creatives, for smarter, more effective, more creative and more agile work across print, digital, social, copy and video.

Various titles

July 2011 to December 2014

Clients included MRM Meteorite, Harrods Media, Winkreative, Daily Mail, Condé Nast Traveller, Billionaire.com, Stylus.com, The Sunday Times Travel Magazine.

ITP Promedia

November 2012 to September 2013

Four issues after launch, the British Fashion Council agreed to distribute Menswear Insight on site at London Collections: Men SS14.

FREELANCE CONTENT STRATEGIST/DIRECTOR

Creative, innovative and hands-on content director, creative strategist and copywriter. Recent highlights:

- **Content director, Mars Wrigley, The & Partnership**

Leading the content and copy development and creation for Mars Wrigley's replatforming of its confectionary websites.

- **Senior copywriter, BBH Zag**

Tone-of-voice development for a major property company.

- **Copy lead, creative strategist, Jack Morton Worldwide**

I worked on live accounts and pitches as a creative strategist and copywriter, including creating a flexible storytelling framework for a digital multitouch table for **EY**; developing tone of voice for a new **EY** business division; and translating developments in clean fuel into interactive storytelling for Aramco. For **Ericsson**, I developed a post-COVID-19 content strategy. I also wrote the creative copy for **Cytiva's** new brand film and posters.

- **Social Content Lead for TSB, through Oliver**

As interim content lead, I was asked to bring creative and strategic leadership to a rudderless team, build a relationship with the clients, introduce briefing and ideation processes and work with the lead agency to develop content strategy for the annual Pride of Britain Awards sponsorship.

EDITORIAL DIRECTOR

As the content lead at Proximity London, I combined creative conceiving with strategic planning, data-led insight and a high level of craft to produce and execute CRM content campaigns for clients including John Lewis, Disney, P&G, SEAT, SSE, Guide Dogs, MoneySupermarket, Kenco, Grey Goose, Bacardi and Lloyds Banking Group. Instrumental in developing Proximity's proprietary data-led content optimisation tool, I was just as happy devising, directing and styling a highly successful celebrity video campaign for P&G.

FREELANCE WRITER AND EDITOR

I wrote about fashion, design, travel, luxury and more, covering the major fashion weeks, as well as undertaking commercial work for content agencies and in-house. I also undertook photography and illustration commissions for *The National*, *The Daily Beast* and *Grazia* Germany.

GROUP EDITOR

I launched *Menswear Insight*, a fresh, innovative trade monthly magazine and daily website covering the menswear industry, while refreshing and acting as interim editor on its sister title *Lingerie Insight*.

The National, Abu Dhabi

March 2008 to July 2011

I managed a large team of in-house and freelance writers, illustrators and photographers, corrected proofs, built flatplans and liaised with stakeholders across editorial, marketing and senior management.

Harper's Bazaar Arabia, Dubai

March 2007 to March 2008

Harper's Bazaar offered a radical new medium for fashion in the Middle East.

WGSN

April 2005 to February 2007

eve magazine

September 2001 to March 2005

BBC Good Food

March 2000 to September 2001

Hermès

February 2000

The Sunday Herald

January 1998 to August 1999

FASHION EDITOR/COMMISSIONING EDITOR

In collaboration with the Arts & Life editor, I developed the luxury fashion coverage in the 12-page daily broadsheet Arts & Life section, targeting the UAE's style-conscious readership. I interviewed industry figures such as Tom Ford and Dries Van Noten, styled shoots, covered Fashion Weeks and commissioned food, music and visual arts content.

LIFESTYLE EDITOR/CHIEF SUB-EDITOR

I helped create and maintain a tone that resonated with the Harper's Bazaar Arabia reader, and introduced a visual arts section into the magazine.

CHIEF SUB-EDITOR

WRITER AND SENIOR SUB-EDITOR

SENIOR SUB-EDITOR

TEMP PRESS ASSISTANT

DESIGN WRITER, COLUMNIST

EDUCATION

London College of Printing

1990-2000

University of Edinburgh

1995-1999

PG Cert, Periodical Journalism

MA (Hons) History of Art and History of Music, 2:1

AWARDS & HONOURS

Fellow of the Royal Society of Arts

DMA (SILVER) 2017, Best Retail, John Lewis

DMA (BRONZE) 2017, Best Data Strategy, P&G

Society for News Design 2010, Art Direction Award of Excellence

LIFE BEYOND

I draw, paint, print, make and write. I'm a member of London Print Club, where I screenprint regularly, I'm attempting a novel, and I DJ and play the piano. And when I have time, I do cocktails and cooking. Inspired by the language of lockdown, I recently launched a T-shirt shop: www.newnormalclothing.com

REFERENCES ON REQUEST