



# Tim Bowrey

at

<https://www.linkedin.com/in/tim-bowrey>

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## Summary

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## Experience

### **Creative Copywriter at The Creative**

**01/06/2021**

Lead Strategist,

The Creative Copywriter - <https://www.creative-copywriter.net/> is a rapidly-growing independent content and copywriting agency in London. The agency has doubled in revenue and headcount in the past 2 years.

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Responsibilities:

- \* Developing brand and content strategies for B2B and B2C clients in healthcare, cybersecurity, data security, SaaS, insurance, carbon capture, eCom m erce, engineering and energy
- \* Conducting custom er research using interviews, surveys and desktop research, developing insights that will inform content and copy strategy
- \* Running brand strategy workshops, including developm ent of brand value propositions, brand personality, values, brand voice and key m essages
- \* Conducting website content audits and building inform ation architecture for new and existing client websites
- \* Content ideation, keyword research and planning
- \* Running client training sessions on a range of topics related to content m arketing
- \* Developing new strategic initiatives, im proved processes, owned strategic client relationships and pitched to new clients

Achievements:

- \* Currently developing the AI m ethodologies for the agency strategy offering
- \* Full brand and content strategy for a m ultinational m easurem ent and testing com pany form ed through the m erger of two organisations, who required a unified brand and voice
- \* Developed the 'post-sale' content strategy offering that aim s to drive custom er retention and growth for clients
- \* Refined and im proved all existing content strategy workshops to m eet the changing needs of clients

## **Marketing Manager at**

**01/08/2016 - 01/12/2019**

Head of Marketing / Strategy & Br Marketing Manager, Excite Holidays

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### **Responsibilities:**

- \* Held two global marketing roles - responsible for USA, UK&I, Europe, Canada, Australia and New Zealand
- \* Managed a team of nine across three departments: Marketing, Partnerships and Design. Owned relationships with sales stakeholders in all markets
- \* Managed the content platform 'Excite Engage' including content planning, editing and writing
- \* Marketing strategy development, including trade engagement, content planning, advertising, digital, social media, PR and partnership marketing

### **Achievements:**

- \* Promoted into the Head of Marketing role
- \* Turned the content platform into a profit centre with tourism board partnerships across the world
- \* Developed the marketing strategy for expansion into the USA - with the business exceeding revenue targets by 300%
- \* Scripted, produced and appeared in a series of six travel videos in conjunction with the Singapore Tourism Board
- \* Recruited and built a content team of three writers to service partner campaigns
- \* Note: I left this role to emigrate to the UK in 2020 (impeccable timing, I know). I had a few hurdles to overcome, namely getting stuck in Australia due to border closures and lengthy delays with visa approval in the UK. All of this adds up to a gap in my CV which I am happy to discuss further, if you wish. I used this time to further my professional skills, career plan and write a book for my (now) wife.

## **Ideation & Strategy Lead at**

**01/01/2015 - 01/08/2016**

Authentic Sydney  
Entertainment (Vevo)

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### **Responsibilities:**

- \* Managed the response process to briefs received from media agencies from strategy through to creative development, media planning and design
- \* Facilitated brainstorming sessions with the internal team including creatives, sales, insights, talent acquisition, integration and design
- \* Built concept proposals and pitched ideas to clients

\* Conducted business development nationally with the insights team , to key agency strategists and planners

#### Achievements:

- \* Presented a successful national roadshow of proprietary research in to changing video consumption
- \* Strategy, concept and script for a brand video series with a leading Australian beer brand

### **Communications Strategist at**

**01/05/2010 - 01/12/2014**

#### Responsibilities:

- \* Developed actionable insights and media strategies for a variety of clients, including the Commonwealth Bank of Australia, Property, Yellow Tail Wines, Diageo, Coca Cola and Horticulture Australia
- \* Worked with senior client leads to manage client accounts and provide strategic counsel when required
- \* Thought leadership, including regular media and culture pieces distributed throughout the agency and clients
- \* Briefing research agencies and analysing brand trackers
- \* Detailed competitor analysis on a monthly and annual basis
- \* High level channel planning and portfolio planning

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## Education

### **University of Technology, Sydney**

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## Skills

Brand Management, Value Propositions, Web Content, Audit, Content Strategy, Keyword Research, Strategic Initiatives, Managerial Skills > Team Management, Managed the content platform, content planning, Marketing Strategy, Advertising, Profit Centres, IT Security, Information Security > Data Security, Software as a Service, Lead Strategist, The Creative Copywriter, Copywriter, Head of Marketing / Strategy & Brand, Marketing Manager, Head of Marketing

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## Keywords

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## Languages

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## Other candidate information that Vincere supports

*Add the wildcards to your template. Vincere will recognize and replace it with corresponding information.*

*(Notice: Please remove this section if you don't need it in your template)*

### General information

1. Candidate middle name ( )
2. Candidate preferred name ( )
3. Candidate first name in Kana ( )
4. Candidate last name in Kana ( )
5. Candidate date of birth ( )
6. Candidate Age ( )
7. Candidate Place of birth ( )
8. Candidate Citizenship ( )
9. Candidate Gender (Male)



10. Candidate Photo ( )
11. Candidate Primary Email (tbowrey@gmail.com)
12. Candidate Work Phone ( )
13. Candidate Primary Phone (+44 7943 583436)
14. Candidate Home Phone ( )
15. Candidate LinkedIn profile (<https://www.linkedin.com/in/tim-bowrey>)
16. Candidate Current Address - Address (London)
17. Candidate Current Address - District ( )
18. Candidate Current Address – City/Town (London)

19. Candidate Current Address - State ()
20. Candidate Current Address - Country (United Kingdom)
21. Candidate Current Address - Zipcode ()
22. Candidate Current Address - Name (London)
23. Candidate Availability for Work ()
24. Candidate Marital Status ()
25. Candidate TOEIC Score ()
26. Candidate IELTS Score ()
27. Candidate ID (63683)
28. Candidate Work History (The Creative  
Creative Copywriter  
2021-06-01  
Lead Strategist,  
The Creative Copywriter - <https://www.creative-copywriter.net/> is a rapidly-growing independent content and copywriting agency in London. The agency has doubled in revenue and headcount in the past 2 years.

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- \* Developed the 'post-sale' content strategy offering that aim s to drive custom er retention and growth for clients
- \* Refined and im proved all existing content strategy workshops to m eet the changing needs of clients

Marketing Manager  
2016-08-01 - 2019-12-01  
Head of Marketing / Strategy & Br Marketing Manager, Excite Holidays

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Responsibilities:

- \* Held two global m arketing roles - responsible for USA, UK&I, Europe, Canada, Australia and New Zealand
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Ideation & Strategy Lead  
2015-01-01 - 2016-08-01  
Authentic Sydney  
Entertainment (Vevo)

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#### Responsibilities:

- \* Managed the response process to briefs received from media agencies from strategy through to creative development, media planning and design
- \* Facilitated brainstorming sessions with the internal team including creatives, sales, insights, talent acquisition, integration and design
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#### Achievements:

- \* Presented a successful national roadshow of proprietary research in to changing video consumption
- \* Strategy, concept and script for a brand video series with a leading Australian beer brand

Communications Strategist  
2010-05-01 - 2014-12-01  
Responsibilities:

- \* Developed actionable insights and media strategies for a variety of clients, including the Commonwealth Bank of Australia, Property, Yellow Tail Wines, Diageo, Coca Cola and Horticulture Australia
- \* Worked with senior client leads to manage client accounts and provide strategic counsel when required
- \* Thought leadership, including regular media and culture pieces distributed throughout the agency and clients
- \* Briefing research agencies and analysing brand trackers
- \* Detailed competitor analysis on a monthly and annual basis
- \* High level channel planning and portfolio planning)

29. Candidate Desired Salary (GBP £55,000.00)

30. Candidate Current Salary (GBP £45,000.00)

31. Candidate Contract Rate ( )

32. Candidate Notice Period (30)

33. Candidate Brief (Tim Bowrey is a resident of London, UK. He has been working in the Marketing occupational sector for more than 12 years. Currently he is employed as a Lead Strategist/Creative Copywriter at The Creative. Tim has an extensive management experience (7

years).

Currently since 2021-06 this candidate had experience at a lower grade management level working as a Lead Strategist/Creative Copywriter at The Creative.

Since 2016-08, for a total duration of 41 months, this candidate had experience at a lower grade management level working as a Head of Marketing / Strategy & Brand/Marketing Manager.

Since 2015-01, for a total duration of 20 months, this candidate had experience at a lower grade management level working as a Ideation & Strategy Lead.)

- 34. Candidate LinkedIn resume ()
- 35. Candidate Company name()
- 36. Candidate Company number()
- 37. Candidate Branch ()
- 38. Candidate Desired Industry ()
- 39. Candidate Desired Sub Industry ()
- 40. Candidate Desired Function Expertise ()
- 41. Candidate Desired Sub Function Expertise ()

#### **NOTE:**

1. To fields of Education, because it's a dynamic field in Vincere and you can add as many education as you want in Candidate Profile, it's important to put the details inside a Loop to get all Education details of a candidate.

Education details that are supported in Resume Builder:

- a. Candidate Education Level ({education.educationLevel})
- b. Candidate Education Summary (University of Technology, Sydney Accounting)
- c. Candidate Education Institution ({education.institutionName})
- d. Candidate Education Course ({education.course})
- e. Candidate Education Qualification ({education.qualification})
- f. Candidate Education GPA ({education.gpa})
- g. Candidate Education Honors ({education.honors})
- h. Candidate Education Major ({education.major})
- i. Candidate Education Grade ({education.grade})

To use those wildcards, simply put them between an "Education.EducationStartLoop" and an "Education.EducationEndLoop"

Example:

University of Technology, Sydney

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2. Fields in Work History of candidate work in the same way as Education's fields.

You will have to put Work History details in between a "WorkHistory.WorkCompanyStartLoop" and a "WorkHistory.WorkCompanyEndLoop".

Work History details that are supported in Resume Builder:

- a. Candidate Job title ({experience.jobTitle})
- b. Candidate Employer ({experience.employer})

- c. Date range (`${experience.dateRange}`)
- d. Candidate experience at the company (`${experience.company}`)

#### Recruiter information

- 1. User location ()
- 2. User phone number ()
- 3. Resume submitted date (24/05/2023)
- 4. User company name (Wild Squirrel Recruitment)
- 5. User name ()
- 6. User email ()
- 7. Primary Brand Logo ()
- 8. Primary Brand Name ()