

# TIM BOWREY

Content Strategist

## DETAILS

### ADDRESS

London  
United Kingdom

### PHONE

07943 583436

### EMAIL

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## LINKS

[LinkedIn](#)

## SKILLS

Content Strategy

Brand Strategy

B2B Marketing

Content Ideation & Planning

Customer Research & Insight

Keyword Research

SEO

Copy & Content Analysis

## PROFILE

I thrive in the unknown. Being handed a problem with no recipe for solving it. I break down problems and look for simple solutions - by asking customers, understanding markets, analysing competition and recognising trends.

For the past 13 years, I have built media and content strategies for agency clients, media companies and within marketing teams. I believe great content can - and should - shape brands, inform decisions and drive revenue.

## EMPLOYMENT HISTORY

### Lead Strategist, The Creative Copywriter

London

Jun 2021 — Present

The Creative Copywriter is a rapidly-growing independent content and copywriting agency in London. The agency has doubled in revenue and headcount in the past 2 years.

#### Responsibilities:

- Developing brand and content strategies for B2B and B2C clients in healthcare, cybersecurity, data security, SaaS, insurance, carbon capture, eCommerce, engineering and energy
- Conducting customer research using interviews, surveys and desktop research, developing insights that will inform content and copy strategy
- Running brand strategy workshops, including development of brand value propositions, brand personality, values, brand voice and key messages
- Conducting website content audits and building information 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 marketing
- Developing new strategic initiatives, improved processes, owned strategic client relationships and pitched to new clients

#### Achievements:

- Currently developing the AI methodologies for the agency strategy offering

- Full brand and content strategy for a multinational measurement and testing company formed through the merger of two organisations, who required a unified brand and voice
- Developed the 'post-sale' content strategy offering that aims to drive customer retention and growth for clients
- Refined and improved all existing content strategy workshops to meet the changing needs of clients

## Head of Marketing / Strategy & Brand Marketing Manager, Excite Holidays

Sydney

Aug 2016 — Dec 2019

### 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, Authentic Entertainment (Vevo Australia)

Sydney

Jan 2015 — Aug 2016

### 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, Ikon Communications (WPP)**

Sydney

May 2010 — Dec 2014

### **Responsibilities:**

- Developed actionable insights and media strategies for a variety of clients, including the Commonwealth Bank of Australia, Stockland 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

### **Achievements:**

- Youngest strategist in company history, with a role created for me
- Developed the launch strategy for Commonwealth Bank's MyWealth wealth management product
- Developed Stockland's first ever brand campaign media strategy
- Pitched and won the Yellow Tail Wines account, and developed their first ever content and social strategy
- Cannes Young Lions Shortlist 2011

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## **EDUCATION**

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### **Bachelor of Business (Finance & Accounting), University of Technology, Sydney**

Sydney

2005 — 2008

Managed the UTS Ski Club

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## **REFERENCES**

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References available upon request