

# 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*.

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**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](http://www.newnormalclothing.com)

## REFERENCES ON REQUEST