

SARAH FARRER

D.O.B: 08/11/78 Nationality: British

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PERSONAL PROFILE

A conceptual copywriter with over thirteen years' writing experience in the creative industries. I've worked across every form of media and many industry sectors, from global brands to small start-ups. Creative, confident and conscientious, I am passionate about writing and always deliver on brief, on brand and on time.

EMPLOYMENT HISTORY

Oct 07 – Present

Freelance Copywriter/Scriptwriter – Little Miss Scribbles Ltd.

Creative Services: Digital, Retail, TV, Radio, Print, Experiential, Brand Strategy, PR

Clients include: Virgin Media, British Gas, Skype, Barclays, NSPCC, Unicef, Cancer Research, Action for Children, Endemol, Diageo, Onken, Smirnoff, Nokia, Samsung, Transport For London, The Body Shop, Hilton, Jaeger-LeCoultre, Shell, Aussie Hair, Jaguar, Nissan, Vauxhall, Philips, AVENT, Intel.

- Digital – SEO websites, microsites, email campaigns, blogs banner ads, viral ads, social networking, apps.
- Experiential – integrated marketing campaigns, sampling activity, on trade collateral, brand ambassador scripts.
- Retail – in-store POS collateral, promotional toolkits.
- TV/Radio – scripts, concepts, straplines.
- Print – press adverts, DM, brochures, advertorials, guides, catalogues, training manuals.
- Brand strategy – Re-branding, tone of voice creation and workshops.
- PR – press releases, product launch collateral – exhibition posters, flyers, newsletters.
- Proficient in content and issue management systems.

Feb 07 – Sep 07

Senior Copywriter – Momentum

Services: Digital, retail, event, sponsorship, promotion,

Clients: MasterCard, Boots, GSK, Nestlé, JD Williams

- Responsible for all in-house copywriting for UK offices.
- Implementing strategic campaigns from concept to creation.
- Taking briefs from clients and colleagues.

Sep 06– Dec 06

Freelance Copywriter – Bruce Dunlop & Associates

Services: Channel branding, sponsorship, promotions, radio, corporate, internal communications

Clients: National Geographic Channel, Playboy, Barclays

- Wrote, edited and co-produced regular 30 sec radio adverts.
- Worked in a team of writers managing heavy workloads.
- Co-created pitches and promotional tools for new business.

Aug 05 – Sep 06

Writer/Producer – QVC

Services: Commercials, entertainment, promotions

Clients: On air broadcast

- Wrote and produced a weekly slate of promotional scripts.
- Created and regularly updated website copy.
- Managed a production team and directed V.O sessions.

Jun 03 – Aug 05

Writer/Producer – Speakeasy Productions

Services: Video, events, broadcast, interactive

Clients: The Royal Bank of Scotland, ScottishPower, C4, ITV

- Wrote and co-produced bespoke productions.
- Organised research and liaised with clients.
- Sourced talent, attended shoots and directed V.O sessions.

EDUCATION

Sep 02 – May 04

University of Bournemouth

MA/PGDip Screenwriting and Media Production

Sep 97 – Jun 00

University of Wales, Cardiff

BA hons English Literature (2:1)

SCREENWRITING CREDITS

2012

Soli & Mo

One 7-minute episode of a new animated pre-school series.

2007

Breakfast with Elvis

30-minute drama produced on the Emmerdale set.

2004

The Island of Inis Cool

Four episodes of children's animation series for 6-13 year olds.

2001

A Goldfish in a Blender

3-minute short film produced by the Media Agency for Wales.

INTERESTS

In my spare time I dream up quirky characters and stories for children. I also love dabbling in the kitchen, crafting, skiing and exploring new countries and cultures.

REFERENCES

Available upon request.