

Office 01386 700715

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copywritermarcus@gmail.com

Hi. I'm Marcus Efstratiou (that's *eff-strer-dee-you* – it's Greek).

In my 38-and-a-bit years, I've been a professional drummer, an English teacher, and a fish deliverer (that's all the major life experiences covered then).

And since 2009 I've been crafting eloquent copy and bold concepts for some pretty first-rate brands.

In fact, I've been asked back to pretty much every agency or client I've worked with, hopefully not just for my tea-making skills...

You can see some of my work [here](#), give me a holler on [LinkedIn](#) – or check out my work history below. Either way, I'd love to hear from you.

marcusefstratiou.carbonmade.com

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AKQA

Nike Football

Concept for UK World Cup Experience campaign

Concept for Tiempo 94 boot campaign

Nike Sportswear

Copy for True City iPhone app tutorial, Facebook feature page, NikeSportswear.com feature page, award entry and online media

True City 2.0 concept

Copy for Nike (RED)

Nike Stadiums

Concept and copy

Nike Women

Copy for Nike Selects competition homepage

OLM copy for launch of Fly Sister One and Bold Hyper Low trainer

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THE MILL – DIGITAL

Compare The Market (VCCP)

Concept and copy on winning pitch for CompareTheMeerkat.com experience, 'Meerkovo'.

Poker Stars

Concept and copy for novice training platform pitch

Ballantine's

Concept and copy for digital campaign pitch

Comfort

Concept and copy for banner ad campaign

ONE International

Copy for the anti-HIV in Africa 'Baby Protest' online recruitment campaign

Click 2010

Copy for Mill Digital presentation on 'storytelling'

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VIRGIN MEDIA

Senior copywriter for virginmedia.com

Senior copywriter **Virgin Mobile**

Copy lead on Mobile Transformation Project

Copy for Spotify music app promotion

Copy for SmartCall app

Copy for mobile product pages

DONER LONDON

Strapline, web and social copy for **Huawei P9** 'Don't Snap Shoot' smartphone campaign

Huawei x DAZED 'Project Possible' web platform copy

FIAT banner ad copy

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Jeep web articles and ad copy

ECOVER

Copy Lead and tone of voice architect for global rebrand

PERNOD RICARD

Web copy, eCRM copy for Perrier-Jouët champagne

BROOKLYN BROTHERS

MINI web, eDM and newsletter copy

COMMUNICATOR

Copy for Jack Daniels Tennessee Honey product launch and UK Facebook page

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MCCANN CENTRAL

Vauxhall brand manifesto, concept and copy

MR PRESIDENT

Copy for Bacardi web promotion

JACK MORTON

Copy for EATON smart home product microsites and global website

IRIS LONDON

Samsung Galaxy S7 Xmas promo copy

Copy and concept for Philips AVENT.

Copy for adidas Onesite Team GB kit launch, London 2012

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HUGO & CAT

Copy for Sony global website major audiovisual product launches

VML LONDON

Social post copy for Bentley social/experiential campaign, #BeExtraordinary

IMAGINATION

Copy for Shell Future Cities online content

Copy for Shell Make The Future 2016 event. Experiential display; interactive game

Concept and copy for Shell Bitumen pitch

Copy for Jaguar Land Rover experiential app; voiceover script for app promo film

Copy for HSBC Virtual Reality experience

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Script for IKEA Smart Home animations

FAHRENHEIT 212

IKEA home safety app copy

WRG

Nissan web copy, email copy, internal leadership scripts

ACCENTURE

Internal comms script

STANDARD CHARTERED BANK

Global website copy

Investor sales materials

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Report writing and copy editing

HUGE – SINGAPORE

Online product copy for new **Lenovo** smartphones

PUBLIC CREATIVE

Johnson & Johnson brands

NICORETTE®

Copy lead on new **NICORETTE® QuickMist** global and UK product sites, and promo film scripts

REGAINE®

Copy lead on **REGAINE® Foam** product sites for consumers and health care professionals, promo banners, and iPhone app.

SUDAFED®

Copy lead on new product site

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OGILVY ACTION

BP

Copy for online competition in association with London 2012

SAPIENT NITRO

Social post copy for **British Airways** social media accounts

THE MILL – GAMES

Trailer script treatment for Sony PlayStation title *Tarzan*

In-game sequence script treatment for Sony PlayStation title *Brink*

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SKIVE CREATIVE

Concept and copy for **Dr Pepper** pitch

OGILVY ONE

Concept and copy lead for **BT Business** DM and customer retention email campaign

CHEIL WORLDWIDE

Concept and copy lead for **Samsung Smart TV** strategic pitch

HOLLER

Copy for **Red Bull Editions** energy drink launch

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INNOVISION

Copy for London 2012 New Years Eve fireworks pitch

TOMMY

Web copy for Carabao energy drink UK launch

Copy for Amazon Prime Video

360i

Proofreading and copy-editing Cunard and P&O ferries web copy

DON'T PANIC

Pitch copy for UN mobile industry lobbying group

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CHAMELEON COMMUNICATIONS

Copy and concept for **Roche** haemophilia treatment pitch

Copy for **Boehringer Institute** molecule platform

MCCGLC

Novartis and related sub-brands

Alcon 'Live Surgery' event pitch, EURETINA @ ESCRS interactive display copy

Entresto brand launch 'Breakthrough Summit' for Heart Failure; presentation copy, voiceover scripts

Systane eye drops rebrand brochure and sales aid copy

Sandoz AirfluSal Forspiro inhaler walkthrough script, interactive display copy, interactive sculpture storyboard

Gilenya rebrand design proposal

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Certican/Zortress WTC Takeoff meeting presentation copy, film scripts, event treatment

PC WWF & Respiratory Day presentation copy, link scripts, film scripts

Real Time Medical Information (RTMI) internal training script and platform copy

Xolair @ ERS 2014 voiceover script edit

Cosentyx @ EULAR 2016 booth pitch voiceover script

Event and booth related

Concept and copy for **Hisense, Mediatek and Brightstar** event booths at CES, MWC

Yahoo! booth pitch voiceover script, MWC 2016

Microsoft booth pitch voiceover script, MWC 2016

Netcracker booth pitch voiceover script, MWC 2016

Asus booth pitch voiceover script, CES 2015

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Digital/Content

SkyeHaler asthma/COPD inhaler B2B promo script treatment and copy

Mediatek B2C film script and treatment

London Stock Exchange 'Elite Connect' platform script treatment and pitch

Hisense UEFA Euro 2016 Fan Zone promo films script treatment and pitch

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Industry Recognition

Freelancer of the Year

2016 YunoJuno Freelancer Awards

Finalist (Freelancer category)

2017 Major Players Awards

Finalist (Copy category)

2015 & 2017 YunoJuno Freelancer Awards

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My pre-copywriting life

Mar 07 – Sept 09

Director - Scriptec Ltd

Helping organisations improve their writing at work

Clients included:

Natural England

Imperial Tobacco

Northcliffe Publishing (Bristol Media)

2003 – 09

Private English Tutor

Built a wealth of strong, supportive relationships with students ranging from KS2 to Oxbridge applications.

English as a Foreign Language (EFL) Tutor

CertTESOL qualified, specialising in English for Business.

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Academic background

1998-2001

St Peter's College, Oxford University

BA English Literature & Language (1st Class)

1992-98

Eton College, Windsor

4 A Levels (3 As and a B)

10 GCSEs (A*, A grades)