

# HENRY WALKER

COPYWRITER.  
CONTENT  
STRATEGIST.  
CREATIVE LEAD.

**Location:**

London

**Email:**

hello@henry-walker.com

**Website:**

www.henry-walker.com

**Portfolio:**

<http://www.henry-walker.com/work>

**LinkedIn:**

<https://www.linkedin.com/in/henry-walker>

## ABOUT

A friendly, creative, and logical copy lead with 17 years of experience, having worked across agency, freelance, and in-house for global brands. I'm also a content strategist, big thinker, and brand guardian, combining the 'what' and 'why' with the 'how' to craft messaging that's powerful, effective, and human-first.

## HEADLINES

- 17+ years copywriting across marketing, advertising, and media for B2B, B2C, and everything in between.
- Experienced in branding, pitch strategy, and tone of voice development.
- Global brand work with Zeiss, BT, Bayer, Teva, Philips, Sony, Danone, Nandos, FitBit, Motorola, OfficeSuite, Lenovo, Natural Balance Foods, o2 Arena, and many more.
- Strong research capabilities and the ability to interpret audience insights and data.
- Skilled and knowledgeable in writing for SEO, PPC, paid social.
- Conception and execution of content strategies across digital touchpoints.
- Offline work with posters, brochures, leaflets and video scripting.
- Handling PR agency partnerships and overseeing content creation for placements.
- Good technical understanding of CMS platforms, AI, and analytics tools.
- Management of outsourced resources, client partners, and junior staff.

## WORK

### Head of Copy (Full-time)

#### MobiSystems | Productivity Software | Sofia, April 2023 - June 2024

Led all written content for OfficeSuite, a Microsoft competitor with 500M+ downloads. This covered in-app UX copy, store listings, website content, blog posts, help articles, video scripts, social posts, sales materials, presentations, Brand Book, and ToV. Built a blog microsite that generated thousands of monthly organic views, collaborated with SEO/PPC agencies, and secured Tier-1 media placements via a PR partnership. Also supported parent company, MobiSystems, and its other product lines.

### Head of Content (Full-time)

#### Delasport | iGaming Technology | Sofia, Dec 2021 - April 2023

Directed the strategy and produced B2B content across all channels including in-depth articles (ghost-written for c-suite), industry reports, press releases, social media posts, video scripts, presentations, conference materials, and anything else needing creative input. I also collaborated with my team to shape Delasport's new branding and tone of voice, resulting in a new Brand Book and suite of marketing materials for internal and external use.

### Head of Affiliate Content (Contract)

#### Phonearena | Technology Publication | Sofia, June 2021 - Dec 2021

Working within the editorial team, I was responsible for optimizing all content streams for affiliate performance, devising and implementing content strategy to fill content gaps and ensuring best practices across the board. I co-managed a team of writers to achieve these goals and achieved significant affiliate revenue from content.

### Content Director (Full-time)

#### TriplePro | Creative Agency | Sofia, June 2019 - June 2021

As a senior creative, my role was to ensure high-quality delivery of client work, as well as overseeing the creative process within the agency. I also wrote all client copy, created client proposals, designed pitch strategies and guided junior staff in carrying out their roles with excellence. This included ToB and brand consulting with some clients.

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## WORK (CONT.)

### Lead Copywriter (Contract)

**Vungle | B2B Advertising Technology | London, Feb 2019 – April 2019**

Copy lead for the international rebrand of a leading mobile ad-tech company. Writing of all new website copy, development of brand book and creation of Tone of Voice document. Supporting with offline collateral for brand launch, taxi adverts, billboards, conference posters, social posts, and more.

### Brand Copywriter (contract)

**Verbalisation | Communications Consultancy | London, July 2018 – Nov 2018**

Copy lead within a creative team, delivering insight-led content and providing creative direction in response to sophisticated client briefs. Produced varied marketing collateral with website copy, social media communications, strategic messaging and professional editing as part of wider campaigns for commercial, government and NGO clients.

### Senior Copywriter (Contract)

**EE (British Telecoms) | Technology | London, Mar 2018 – June 2018**

Produced copy for the EE website and other digital channels, working with UX teams, designers and others to improve customer experience. Leading the copy creation of new B2B portal and leading strategy, creation of articles for organic visibility, microcopy for app UX.

### Senior Copywriter (Contract)

**FleishmanHillard Fishburn | PR & Creative Agency | London, Mar 2017 – Mar 2018**

Supported campaigns with copy and creative for all appropriate channels as needed across a range of industries and clients, both internationally and domestically. Writing for videos, social channels, chat bots, posters, corporate literature, articles, as well as involvement in longer-term content strategy and idea generation.

### Copywriter (Redundancy)

**Monetise Create | Creative Agency | London, Aug 2016 – Dec 2016**

Led copy for internal and client projects, shaping brands tones and delivering copy for client websites, applications, video scripts, pitch decks and case studies. Lead copywriter for the agency rebrand, creating the tone of voice, writing all copy for the new website, case studies and templates.

### Senior Copywriter & SEO Content Strategist (Full-time)

**Total Media | Media & Digital Agency | London, Nov 2012 – Aug 2016**

Led digital development, strategy and propagation of online content for a range of household-name clients across many sectors. Planning, researching and writing articles, product pages, service pages, whitepapers, content hubs, producing videos, social media posts and website content architectures.

## EDUCATION

University College, London

*CAM Diploma in Marketing Communications | June 2011*

Kingston University, London

*BA Honors; Creative Writing and Film Studies: First Class | 2005-2008*

Le Bocage International School, Mauritius

*International Baccalaureate – O-Levels | 2001-2004*