






# Henry Walker

Lead copywriter and  
content strategist

## Info

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## About

A **friendly, creative, and logical** copy lead, having worked across agency, freelance, and in-house for global brands. Content strategist, big thinker, and brand guardian, **combining the 'what' and 'why' with the 'how'** to craft messaging that's smart, effective, and **human-first**.

## Skills & tools

- Cross-channel copywriting
- Content strategy
- Brand and tone of voice
- SEO / PPC / paid social
- AI tools, Google Search Console
- Creative leadership
- Content management systems
- UX and microcopy
- Presentations, sales materials
- Management of junior creatives

## Experience

- Freelance copywriter and content consultant** 2024 – Present  
*ZEISS Vision, Behave.co.uk, Orcan Intelligence, Business Medics*
- Head of Copy (Perm.)** 2023–2024  
*MobiSystems | B2B, B2C Productivity Software | Sofia*  
Owned copy and content for OfficeSuite (500M+ downloads) across UX, web, campaigns, SEO, PR + sales. Shaped brand messaging and voice, built content hub, wrote all new web pages, store copy, in-app, social, video scripts, offline collateral. Supported PPC/SEO, landed Tier-1 press, managed consistency across global content.
- Head of Content (Perm.)** 2021–2023  
*Delasport | iGaming B2B Software | Sofia*  
Wrote and directed B2B content across all channels: articles (incl. C-suite ghostwriting), industry reports, PR, social, video scripts, and event materials. Worked on new branding and tone of voice, Brand Book and full marketing suite for internal and external use.
- Head of Affiliate Content (Contract)** 2021–2021  
*PhoneArena | Technology Publication | Sofia*  
Led content strategy and affiliate optimisation across editorial, driving significant revenue growth. Co-managed a team of writers, filled content gaps, and established best practices for SEO and user-focused writing.
- Content Director (Perm.)** 2019–2021  
*TriplePro | Creative Agency | Sofia*  
Oversaw creative output across the agency. Developed copy for clients, pitched campaigns, and led internal brand strategy work. Delivered ToV guidelines, UX copy, marketing materials for various sectors.
- Lead Brand Copywriter (Contract)** 2019–2019  
*Vungle | B2B Mobile Advertising Technology | London*  
Copy lead for global rebrand of a major mobile ad-tech company. All web/social copy, Brand Book, Tone of Voice, launch assets across print, OOH (taxis, billboards, leaflets, conference posters).
- Brand Copywriter (Contract)** 2018–2019  
*Verbalisation | Communications Consultancy | London*  
Behavioural psychology insights and language-pattern application for high-stakes client briefs; web copy, social content, and strategic campaign messaging for commercial, government, NGOs.
- Senior Copywriter (Contract)** 2018–2018  
*EE (British Telecoms) | Technology | London*
- Senior Copywriter (Contract)** 2017–2018  
*FleishmanHillard Fishburn | PR & Creative Agency | London,*
- Copywriter (Contract)** 2016–2017  
*Monetise Create | Creative Agency | London*
- Senior Copywriter & SEO Content Strategist (Perm.)** 2012–2016  
*Total Media | Media & Digital Agency | London*