



# Henry Walker

Communications,  
creativity, craftsmanship.

## Info

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## About

A witty, versatile, and insightful communicator with a sharp eye for tone and personality, having shaped voices across creative, technical, and cultural contexts. Highly skilled at blending nuance, timing, and empathy to create interactions that feel natural, entertaining, and most importantly, human.

## Skills & tools

- AI Tutoring & writing analysis.
- Digital content strategy
- SEO / PPC / paid social
- AI tools, Google Search Console
- Wordpress, Hubspot, Ahrefs
- UX and microcopy
- Video / Youtube scriptwriting
- Brand and tone of voice
- Presentations, sales materials
- Management of junior creatives

## Experience

### AI Tutor | Intelligence Writing Analyst

*Under NDA. Major AI platform. Present.*

Crafting and testing prompts, assessing model outputs, and applying structured linguistic and behavioral evaluation frameworks. Working to enhance reasoning, language quality, and performance, contributing directly to LLM model development.

### Freelance Copywriter and Content Consultant

*ZEISS Vision, Behave.co.uk, Orcan Intelligence, Business Medics, 2024-2025*

### Head of Copy (Perm.)

*MobiSystems | B2B, B2C Productivity Software | Sofia, 2023-2024*

Copy and content for OfficeSuite (500M+ downloads) across UX, web, campaigns, SEO, PR + sales. Brand messaging, ToV, content hub development, store copy, in-app, social, video scripts, offline collateral. Supported PPC/SEO, ensured consistency across markets.

### Head of Content (Perm.)

*Delasport | iGaming B2B Software | Sofia, 2021-2023*

Comprehensive B2B content across all channels: articles (incl. C-suite ghostwriting), industry reports, PR, social, video scripts, and offline event materials. Branding, ToV development and direction.

### Head of Affiliate Content (Contract)

*PhoneArena | Technology Publication | Sofia, 2021*

Content strategy and affiliate optimisation across editorial, driving significant revenue growth. Co-managed a team of writers, filled content gaps, and established SEO and editorial practices.

### Content Director (Perm.)

*TriplePro | Creative Agency | Sofia, 2019-2021*

Oversaw creative output across the agency. Led 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)

*Vungle | B2B Mobile Advertising Technology | London, 2019*

Copy lead for global rebrand of a major mobile ad-tech company. All web/social copy, Brand Book, Tone of Voice, offline launch assets.

### Brand Copywriter (Contract)

*Verbalisation | Communications Consultancy | London, 2018 -2019*

Leveraging granular behavioural psychology insights and complex language-patterns to deliver communications for high-stakes briefs.

### Senior Copywriter (Contract)

*EE (British Telecoms) | Technology | London, 2018*

### Senior Copywriter (Contract)

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

### Copywriter (Contract)

*Monetise Create | Creative Agency | London, 2016-2017*

### Senior Copywriter & SEO Content Strategist (Perm.)

*Total Media | Media & Digital Agency | London, 2012-2016*