



# IZY PEUGNIEZ

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## SKILLS

- Generating ideas and problem solving.
- Crafting engaging copy.
- Adjusting TOV to each brands needs.
- Multi-channel experience from TVC's and social to instore comms.
- Mentored junior teams.
- Published children's author.
- Skilled in Illustrator, InDesign and Photoshop to create strong visuals.

## WORK HISTORY

### **FREELANCE CREATIVE**, 02/2022 - Current

#### **Fresh Films**, London

- Dove US market. Copywriter / Art Director, on various social posts, print comms and TVC.
- Tresemme. Copywriter / Art director 'How to' social videos for One Step Stylers for US.

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### **FREELANCE CREATIVE ASSISTANT**, 07/2021 - 11/2021

#### **GJC**

- Designed, wrote and crafted engaging pitch presentations for multiple clients to raise investment capital.

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### **FREELANCE COPYWRITER**, 01/2018 - 05/2018

#### **JWT**, London

- Avon beauty, Global and UK. Worked on new brand and product campaigns.
- Created a new brand campaign for a declining Avon, bringing it into the mindset of a younger audience. Ideation and writing for TVC, digital and social media.

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### **SENIOR CREATIVE**, 01/2015 - 09/2017

#### **Leo Burnett**, London

- Worked across multiple brands, often simultaneously, including GHD, Aussie, The Outnet, Max Factor, Lindt and Kellogg's.
- Created impactful campaigns from conception through to execution, across multi-media channels, TVC's, OOH print, digital, instore and social media.

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### **FREELANCE CREATIVE**, 11/2014 - 01/2015

#### **WCRS**, London

- Conception and copywriting for a Sky Broadband collaboration with Pixar's 'Inside Out' film. Wrote engaging TVC scripts, while delivering authentic voices for the characters personalities to meet client objectives.

- Writing stories for Waburtons brand guidelines, keeping on brand- warm genuine TOV.

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**FREELANCE CREATIVE**, 07/2014 - 08/2014

**Brothers and Sisters**, , LONDON

- Created concepts and ideas for Carphone Warehouse pitch, targeting Millennials.

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**FREELANCE CREATIVE**, 03/2014 - 07/2014

**The Corner**, LONDON

- Campaign ideas and creative for Jigsaw, Frontier Lager, Cockburns and Relish Broadband, leading campaigns from ideation to launch.
- Created two multi channel brand campaigns for Jigsaw, from print and social media to instore POS.
- Creating festival event ideas and social media activations for Frontier Lager.

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**FREELANCE CREATIVE**, 07/2013 - 03/2014

**Droga5**, London

- Supporting the Creative Directors to put Droga5 London on the map and make it as successful as its New York office.
- Creating unique ideas for Strongbow pitch, pushing to create a movement for Strongbow.
- Writing new TVC's for Belvita Breakfast biscuits.

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**FREELANCE CREATIVE** , 05/2013 - 07/2013

**JWT**, London

- Pitch winning team on Nokia.

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**FREELANCE CREATIVE**, 02/2013 - 05/2013

**Hypernaked**, London

- Cadbury Marvellous Creations; Created fun engaging interactive digital creative for Cadbury's zaniest new product launch.

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**FREELANCE CREATIVE**, 09/2012 - 02/2013

**JWT** , London

- Idea and concept generation for Nokia, Shell and HSBC.
- Writing and producing radio scripts for Shell.
- Creating new web content to promote HSBC wealth managers and getting our heads around financial jargon!

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**FREELANCE CREATIVE**, 04/2012 - 06/2012

**RPM**

- Experiential ideas for Smirnoff.

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**FREELANCE COPYWRITER**, 01/2011 - 10/2011

**Grey London**

- British Heart Foundation, Ryvita, Jordan's Cereal, Night Nurse.
- Idea conception and copywriting for Ryvita TVC's, seeing creative process through from conception to air date.
- Working collaboratively with production and post production teams, attending castings and rehearsals for TVC talent.
- Writing and production of radio ads and OOH print for Night Nurse.

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**FREELANCE CREATIVE**, 06/2010 - 11/2010

**Publicis**, London

- Pitching for New Look, concept and idea creation across different media platforms; interactive digital, OOH, social media.

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**FREELANCE CREATIVE**, 11/2009 - 12/2009

**4Creative**

- Concepts and ideas for Jamie Oliver.

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**JUNIOR COPYWRITER**, 06/2007 - 11/2009

**Saatchi & Saatchi**, London

- Head & Shoulders, Cadbury, NSPCC, Olay, Labour Party.
- Cadbury Clusters new product launch, ideation and production of Cadbury Clusters TVC and print media. (Shot and written twice to even tighter deadline!)
- Cadbury Crème Egg Digital OOH and Interactive OOH.
- Brand and product campaigns for Head & Shoulders TVC's, print and digital media.

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**JUNIOR COPYWRITER**, 05/2005 - 06/2007

**Isobel**

- Denby, writing and creating print media for Denby, giving it a warmer more conversational tone of voice and engaging visual direction.

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**JUNIOR CREATIVE PLACEMENT**, 10/2002 - 05/2005 **Barrett Cernis, TBWA, Ogilvy**

**EDUCATION**

**Manchester Metropolitan, School of Art**, Manchester, 2001

**BA (Hons): Design and Art Direction**

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