

# IZY PEUGNIEZ

- www.izypcreative.co.uk
- 07715 104 508
- izyp@outlook.com

### **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.

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

### **GJC**

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

### **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.

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

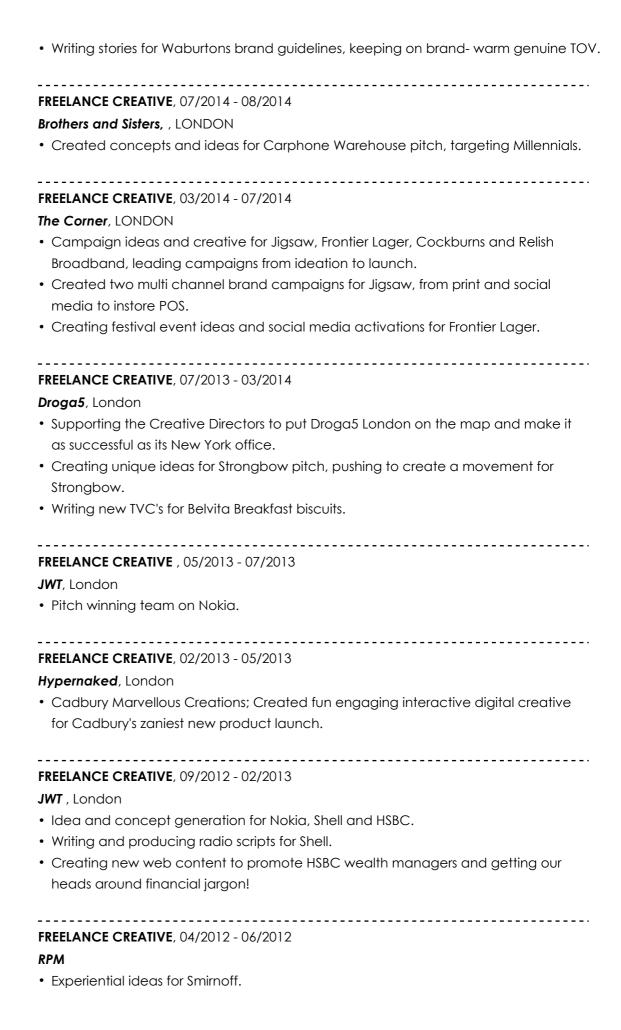
### Leo Burnett, London

- 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.

### **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.



**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.

### **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.

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

#### 4Creative

• Concepts and ideas for Jamie Oliver.

### **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.

# **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.

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

Manchester Metropolitan, School of Art, Manchester, 2001

BA (Hons): Design and Art Direction

**EDUCATION**