

# damien parsonage - experience

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I have 20+ years' experience as a copywriter and Creative Director across a wide range of advertising and brand response projects – both consumer and B2B.

I've helped sell cars, loans, mortgages, insurance, solicitors, holidays, hotels, collectibles, postal services, breakdown cover, computer software & hardware, newspapers and magazines, train tickets, pizza, wine and ice cream.

I have worked full time and freelance at loads of leading London agencies including:

- McCann Erickson
- Saatchi & Saatchi X
- HHCL
- Carlson
- McCarthy Bull Oliver
- WDMP
- Wheel
- Red Cell Perspectives (WPP)
- the republic
- ICLP.

I believe passionately in the value of creative excellence, and I have been lucky enough to pick up almost 20 UK and international industry awards – including Cannes Lions, ECHOs and DMAs. I have been a presenter for the DMA's Sharpen Up copywriting course since 2008, where I help people avoid dangling modifiers and explain why they can happily split an infinitive.

In recent years I have focused on brand creation, development and execution, especially for small to medium-sized business clients.

## Sector experience

- Pharmaceutical
- Automotive
- Financial (mortgages, insurance, savings, loans, card products)
- IT
- Telecoms
- Publishing
- Retail
- Travel & Hotels
- FMCG

## Brand experience

- Johnson & Johnson
  - Microsoft
  - Intel
  - Disney
  - Toyota
  - Vodafone
  - Intercontinental Hotels & Resorts
  - Newsweek
  - Green Flag
  - MasterCard
  - Pizza Hut
  - Citroen
  - Nestle
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