

HELEN ACTON

CONTENT DIRECTOR

CONTACT

 +447399880939

 hellyacton@gmail.com

EDUCATION

AWARD SCHOOL

Top Twenty Finalist

2015

LLB LAW

Kings' College, London

2005

SKILLS

Long and short form copywriting

Campaign concepts and ideation

Editorial content

Social campaigns

Scriptwriting

SEO copywriting

Team management and mentoring

Pitch decks

Client management

SUMMARY

I'm an award-winning writer with fifteen years of experience crafting concepts, copy and content for brands in agency and client side roles. I'm also an author, with three published novels. I'm passionate about storytelling, and helping brands translate their visions into audience-centric narratives that drive engagement and achieve business goals.

EXPERIENCE

CONTENT DIRECTOR, GOOGLE & YOUTUBE

REDWOOD BBDO

2017 - Now

- Digital campaign concepts, long and short-form copy, scriptwriting
- Working across Google, YouTube and FedEx in the US and EMEA
- Digital, print, video, social and sales channels

AUTHOR

Helly Acton

2018 - Now

- Three published contemporary fiction novels
- Longlisted for the Comedy Women in Print awards
- BBC Radio 2 Book Club pick

SENIOR CONTENT EDITOR, HP & VODAFONE

Gyro

2016 - 2017

- Editorial content for two small business blogs
- Attended tech forums, interviewed experts, translated complex technical language into simple, engaging copy

HELEN ACTON

CONTENT DIRECTOR

REFERENCES

"Helen is an extremely talented creative that I was very sad to lose. I could always rely on her for fresh ideas that brought something extra to the table. Unflappable, she's able to work to tight deadlines without compromising on the quality of her work. She's also a very good writer with a great grasp of language and a wicked sense of humour."

Tom Spicer, ECD, Arnold

"Helen combines creativity and the ability to 'think big' with superb organisational and people skills. She comes up with clever creative content ideas that can be rolled out in many exciting treatments and across numerous channels. Highly motivated, she is good at running projects and devising work stream processes that hugely benefit the quality of the outputs produced. One of the best colleagues I've ever had."

Andrea Leary, Senior Content Editor, Redwood

"Strategic thinker, creative writer and all round reliable team member. Helen was great to work with. Her speed and agility to get things done to a high standard is excellent and I wouldn't think twice about hiring her again."

Abi Scott, Senior AD, The White Agency

EXPERIENCE CONT.

HEAD OF COPY

Cambridge Analytica

2016

I resigned from this position four weeks into the role, on ethical grounds. Feel free to ask me about the weirdest job I've ever had.

EDITOR IN CHIEF

LION/whiteGREY

2015 - 2016

- Set up a content publishing team to work across 4 beer platforms
- Editorial ideation, creation and management
- Acted as a bridge between client and agency

FOUNDER

Copyfox

2012 - 2016

- Established a team of 8 writers working around the world
- Writing articles, websites, social media copy
- Won a Reckitt pitch to search optimise ten websites

COPYWRITER, DIGITAL PRODUCER

ARNOLD

2010 - 2015

- Integrated campaign concepts and copy
- Managed budgets, timelines and resources for digital projects

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REFERENCES

Helen is an absolute legend when it comes to copywriting. I was continually impressed by her wit, humour and overall allegiance to brand. Aside from her obvious talent, Helen was an absolute pleasure to work with and was a strong contributor to the team dynamic. I am proud to call her my friend and miss her dearly, inside and outside of work!

Kat Wawner, CEO, Wawner Strategies

Helen is fantastic to work with. She brings a composed, professional attitude to every task and challenge, performing extremely well under pressure and always meeting deadlines. Helen is an excellent communicator and team member, building strong relationships with both internal stakeholders and external clients. Working together on James Squire, Helen demonstrated her unique and witty writing style through her engaging and informative content creation. Helen has her finger on the pulse, delivering articles that are not only topical and on-brand, but are always a pleasure to read and review.

Arwen Whiting, SPO, Office of Environment and Heritage, NSW

Helen is without a doubt a copywriter extraordinaire! I rely on her blindly to always capture the perfect tone for both the campaign and the brand. Not only is she unbelievably creative and witty but this translates on every piece of work she does. The best compliment a professional can receive is that you know what ever needs to be done, will get done, and will get done well in their hands, this is Helen in a nutshell. Only in her case she usually blows it out of the water! A true pleasure to work with!

Maria Casas, Media Specialist, Colgate-Palmolive

EXPERIENCE CONT.

ADVERTISING MANAGER

POKERSTARS

2010

- Handled the digital, TV and print advertising for 26 EU markets
- Produced upwards of 400 ads a month

MARKETING MANAGER

TradeDoublor

2007 - 2009

- Senior management and sales teams support
- Managed the PR agency
- Developed the annual marketing plan

ACCOUNT MANAGER

JWT

2005-2007

- Graduate trainee on Vodafone
- Worked on Bayer Global and Nestle