

# BRODIE EVANS

SENIOR COPYWRITER  
CONTENT WRITER  
CREATIVE

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WORK WITH ME AND  
**NEVER** BORROW A  
PHRASE AGAIN

## SPECIALITIES

- CREATIVE CONCEPTS
- BRANDING
- DIGITAL CONTENT
- B2B AUDIENCES
- TOV AND COPY STYLE GUIDES
- UX COPYWRITING

## INDUSTRIES

- TECHNOLOGY
- SAAS
- CONSUMER TECH
- SOCIAL MEDIA
- TEXTILES
- AUTOMOTIVE
- FMCG

*“Brodie is a delight to work with! He’s talented, knowledgeable and very efficient. I couldn’t recommend him highly enough.”*

- Camille Tapia, Project Manager  
Tribal Worldwide DDB

## LIFELONG WORD NERD TURNED SENIOR COPYWRITER.

**Working alongside some of Australia and the UK’s best integrated agencies, I’ve helped brands tone up their voice – whether it’s concepting attention grabbing campaigns, spitballing taglines or fine-tuning UX microcopy.**

I create personality infused, influential copy for a diverse lineup of clients – from giants of industry and leading brands like Toyota, Microsoft and ŠKODA, to family-run businesses and charities. My work spans all the way from the big smoke in London to my hometown of Melbourne where I returned in 2019.

## SOME NOTCHES IN MY BELT

**Digitas (Publicis Groupe)** - Melbourne/Sydney Aus

*Senior Copywriter* - (Feb 2020 - Current)

Toyota Australia (Lead Copywriter)

McDonald’s Australia

Tourism Australia

Lead senior copywriter on the Toyota Australia account, working across Toyota’s retail CRM. Writing digital campaign copy for a slew of Digitas’ clients and generating new creative ideas for pitches and client projects.

- Creating all new engaging EDM copy, headlines, posters and print ads for Toyota Australia, adhering to existing brand guidelines and various CRM audience segments.
- Rebranding Toyota’s B2B business (Toyota for Business, prev. Toyota Fleet) with newly developed key messaging, tagline and brand pillars.
- Contributing to ideation for digital creative executions in Digitas client pitches, including the recently won Goodman Fielder (Meadow Fresh) account.

**Geometry Global** - London UK

*Senior Copywriter* - **GORE-TEX** (July 2018 - September 2018)

**Shell Commercial Fuels** (April 2019 - July 2019)

Contracted as lead copywriter on multiple projects, most notably writing content for the new B2B GORE-TEX product training academy and recently on an upcoming relaunch of the Shell Commercial Fuels global website.

- Creating all new engaging B2B web copy, headlines, emails and digital assets, adhering to existing brand guidelines and bringing the digital tone of voice in line with other branding efforts.
- Researching extensive document libraries to reference throughout new detailed but concise product and service web copy.
- Working alongside UX team to ensure an excellent and consistent user experience throughout new websites.

“Brodie is a real talent. He managed to pick up a complex copy job around progressive technology really quickly, and began knocking out some seriously high quality pieces.”

Owen Manby - Senior Project Manager  
Article 10

## BOOK SMARTS

### ST BEDE'S COLLEGE - MELB / AU

VCE DEGREE  
2000 - 2006

### DEAKIN UNIVERSITY - MELB / AU

PROFESSIONAL & CREATIVE WRITING  
BACHELOR OF ARTS (B.A.)  
2007 - 2010

### AWARD COPYSCHOOL - MELB / AU

COPYWRITING & ADVERTISING  
SHORT COURSE  
2013

### AUSTRALIAN DIRECT MARKETING ASSOCIATION

DM CREATIVE SCHOOL  
ADVERTISING COPYWRITING/ART  
DIRECTION FOLIO SCHOOL  
2014

## SIDE HUSTLES

MUMBRELLA.COM.AU  
MARKETING JOURNALIST 2016 - 2017

AGORAPULSE.COM  
SOCIAL MEDIA JOURNALIST AND  
WEB COPYWRITER 2017 - 2019

MAXIMUM CHUFFAGE  
SOCIAL MEDIA PODCAST HOST 2017

## REFERENCES

CONTACT ME FOR A LIST OF PEOPLE  
WHO HAVE NICE THINGS TO SAY  
ABOUT ME.

### Tribal DDB - London UK

Senior Copywriter - ŠKODA (October 2018 - January 2019)

As Senior Copywriter, I oversaw all web content and crafted new and refreshed copy for ŠKODA's UK website. A challenging new CMS required a total copy review spanning every page of the existing site.

- Rewriting, editing, updating, and migrating 173 pages for the new ŠKODA UK website.
- Taking an active role in improving the ŠKODA brand in the UK market, enforcing a consistent ŠKODA TOV.
- Managing and collaborating with the website content team and senior UX designers.
- Working in an AGILE workflow, utilising existing project management software and tracking content progress in detailed spreadsheets.
- Compiling and writing a new digital style guide for the ŠKODA website, shared internally with the client and other collaborating agency staff.

### Article 10 - London UK

Digital Copywriter - Microsoft (January 2018 - February 2019)

Working with London-based digital agency Article 10, I provided B2B web content,

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## GOING BACK A LITTLE FURTHER

### One Small Step Collective - Melbourne Australia

Content Manager / Copywriter (February 2016 - June 2017)

Managing and implementing strategic and creative content campaigns for a range of clients included CSR Building Products, Viridian Glass, Sirena Tuna and The Sufferfest App.

### Crimson Hexagon - Melbourne Australia

Social Data Scientist and Journalist (February 2016 - June 2017)

Authoring articles and conducting social data analysis on topical areas of discussion for clients included PepsiCo & Smiths Brands, CSR Building Products, Channel 9 Australia and JWT Sydney.

### Dando Agency - Melbourne Australia

Digital Strategist (October 2015 - February 2016)

Tailoring new digital marketing strategies, including SEM and SEO campaigns, and developing a social media offerings for Dando's marketing retainer clientele.

### Silver Lane Studio - Melbourne Australia

Digital Strategist (August 2014 - May 2015)

Assisting SMEs to develop a digital marketing presence via the Digital Mentoring Program funded by the Australian Federal Government.