

COPYWRITER

Imogen Hale

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Copywriter with four years of experience writing for advertising agencies and brands. Currently at McCann Manchester writing for Aldi and Wilko. Good at taking a brief that says "make it feel human" and turning it into something people actually read. Most comfortable writing brand campaigns, social copy, and packaging — but can do a 40-page brand guidelines document when needed.

EXPERIENCE

Mar 2023 – Present

Copywriter, McCann Manchester, Manchester

Mid-weight copywriter working across brand, retail, and social campaigns for major UK clients.

- Write campaign copy for **Aldi UK** across TV scripts, OOH, social, and in-store POS — contributed to 3 seasonal campaigns reaching **28 million impressions**
- Wrote the tone of voice guidelines for **Wilko's 2024 rebrand** — document adopted across packaging, digital, and customer service
- Produce **40–60 pieces of social copy per week** across Instagram, TikTok, and X for 3 client accounts
- Won a **Campaign Magazine Big Award shortlist** for the Aldi Christmas 2024 campaign

Sep 2021 – Feb 2023

Junior Copywriter, The Neighbourhood, Manchester

Copywriter at an independent creative agency working with hospitality, retail, and property clients.

- Wrote website copy, brochure content, and email campaigns for **16 clients** including Peel L&P, The Alchemist, and Bruntwood
- Produced naming and messaging for **4 new restaurant openings** across Manchester and Leeds
- Wrote a **direct mail campaign** for Bruntwood that generated a 6.8% response rate — 3x the industry average

Mar 2021 – Aug 2021

Copywriting Intern, Saatchi & Saatchi London, London

Six-month paid internship in the creative department.

- Wrote concept copy for **internal pitches** across 5 new business opportunities
- Assisted on the **EE 5G launch campaign** — wrote social ad variants and display banners

EDUCATION

Sep 2018 – Jun 2021

BA (Hons) in English Language with Creative Writing, University of Manchester, Manchester

2:1. Final year portfolio focused on advertising copy and brand storytelling. Won the departmental prize for best creative portfolio.

SKILLS

Brand copywriting • Advertising campaigns (TV, OOH, digital) • Social media copy (Instagram, TikTok, X) • Tone of voice development • Packaging & POS copy • Email marketing copy • Concept development & ideation • Presentation & pitch writing • WordPress & Figma (for copy placement) • Client brief interpretation

CERTIFICATIONS

Jan 2021 – Mar 2021

D&AD New Blood Academy, D&AD

Sep 2023 – Sep 2025

Google Ads Search Certification, Google

LANGUAGES

English (native)

PROJECTS

Jul 2024 – Dec 2024

Aldi Christmas 2024 Campaign – McCann Manchester

Co-wrote the copy for Aldi's integrated Christmas campaign across TV, social, OOH, and in-store.

- Campaign reached **28 million impressions** across social platforms in the first 2 weeks
- Shortlisted for a **Campaign Magazine Big Award** in the retail category

Jan 2024 – May 2024

Wilko Rebrand Tone of Voice – McCann Manchester

Developed the written identity for Wilko's brand relaunch following its acquisition.

- Created a **42-page tone of voice guide** with examples across packaging, signage, digital, and customer service
- Ran **3 workshops** with internal teams to embed the new voice across departments

REFERENCES

Laura Pickering Creative Director, McCann Manchester, l.pickering@mccann.com, +44 7700 900 371
Tom Beresford Founder, The Neighbourhood, tom@theneighbourhood.co.uk, +44 7700 900 442

EXTRA CURRICULAR ACTIVITY

Jan 2024 **Mentor – Manchester School of Art**
Mentor 2 final year graphic design students on portfolio copy and self-promotion. Monthly sessions covering cover letters, website copy, and LinkedIn profiles.

Jun 2023 **Co-host – Words That Work Podcast**
Fortnightly podcast interviewing copywriters and creatives about their process. 24 episodes published, averaging 850 listens per episode.