

# ★ Phyllis Foundis

C V | copywriting | scriptwriting | direct marketing |



“I have a passion for communication that compels people to take action. The power of video to tell stories and connect with audiences creates infinite marketing possibilities.”

**contact** mobile: **0421 545 805** phone: **02 9599 8441**  
email: **phyllis@starscribe.com** web: **www.phyllisfoundis.com**

**career summary** Over the last 20 years I've honed my craft to become a versatile, results-orientated creative copywriter – passionate about communication that engages and connects.

I've worked in a variety of progressively responsible and challenging creative roles in both direct marketing and mainstream agencies. In DM my focus was on creating impactful loyalty programs for Lever Rexona, Nestle and Eli Lilly pharmaceuticals. In 1998 I freelanced internationally for JWT in Canada and then Publicis-Dialog and BBD Needham in London for seven years.

Now based in Sydney, my freelance work has evolved into concepts, writing, production and even presenting a wide range of corporate videos. From educational films and environmental start-ups – to retail promotional videos and even my own broadcast chat show. I write video scripts that engages and connects with viewers.

I've also expanded my copywriting clients – liaising directly to write patient support programs and internal newsletters for pharmaceuticals, websites and EDMs for financial institutions, cosmetic companies and more. I'm comfortable with a wide range of copywriting briefs because ultimately I love connecting to the target market through engaging, high impact copy – that people actually read!

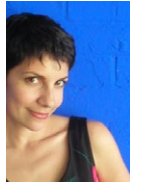
**objective** To work with like-minded creative people who take the work seriously – but not themselves! I'm looking for fun, challenging and rewarding opportunities and I'd like to make valuable contributions to the growth of a company by utilising the full scope of my skills in copywriting, client liaison, scriptwriting, direct marketing, presentation, management, pitching and conceptual thinking.

**other creative experience** Executive Producer, Host and Creator of talk show, “*Foundis*” – a talk show for men. Certificate in Screenwriting and Production at Australian Film & Television School. One-woman show – *the virgin club* – (for the Melbourne and Edinburgh Festivals, 2004). Film reviews published in *Honi Soit* – Sydney University campus paper. Script for *Home & Away* episode. 10 Sample scenes for *A Country Practice* episode. Biography for *Power of One to One* by Ian Kennedy & Bryce Courtenay. 1st draft script of a *Seinfeld* episode. Writer/Editor for *Star News*, newsletter for The Starlight Foundation.

**key skills** Adept at meeting tight deadlines and working efficiently under pressure. Highly accomplished in writing and presenting for the camera. Confident and skilled in liaising with key stakeholders – B2B and consumer – from concepts to final creative.

**technical skills** Adept at all copywriting software on all platforms.  
Typing speed 75-85 WPM (accuracy 95%). Proof reading.

**script referees** **Christina Barriere**, St. Lucy's School – [christinab@stlucys.nsw.edu.au](mailto:christinab@stlucys.nsw.edu.au) 0417 469 401  
**Peter Herbert**, Valley Films Pty Ltd ~ [phe85672@bigpond.net.au](mailto:phe85672@bigpond.net.au) 0414 280 806



**scriptwriting** **Febraury 2006 – Present** **StarScribe Productions** ~ Director, Producer, Copywriter. Responsibilities include: client briefings, creative concepts, scripting, pre-production, production supervision.

**Video projects include:**

- **St.Lucy’s School:** School Introduction, technology awareness and various event films.
- **Ecotuitive Pty Ltd:** web promotional films for 4 key products
- **Wedding Services Videos:** Scripting, filming, editing and post for multiple 1-min promo films for service companies as part of the “BrideMinded” e-book. Including:
  - **Face Today** – **Saigon Fabrics** – **Just For Him.**
- **UWS – School of Nursing:** Namaste aged care promotion and course training
- **National Parks & Wildlife:** Hazardous Trees awareness training video
- **St. Spyridon College:** promotions, exhibitions, lectures & school performances
- **St. Spyridon Parish:** Scripting, filming, editing and post for 50th anniversary triubute film plus multi-camera live event filming of church services
- **Dr Rahul Sen:** obstetrician services, 4 x web introduction films
- **ADRT Retail:** Internal communications and popStaff video
- **University of Western Sydney (UWS):** Student enrollment marketing films
- **School of Science, UWS:** Course promotions and web introductions
- **Dept. Education and Training, Procurement:** Internal communications

**Other broadcast projects:**

- **“Foundis” TV Show:** Development, scriptwriting, production, 30min series panel show for men. 2104 Antenna Awards – nominated for Program Of The Year – winner Most Outstanding Female Personality. Shown on Foxtel & community TV.
- Writer for television commercials including:
  - **UBI World TV** – **RAMS Home Loans** – **Go-Talk Telecom**
- Developed, produced and edited *“Famous Lost Words”* a documentary about famous people who sutter with the British Stammering Association, London.

**copywriting** **January 2013 to present** – **Partizan Health Agency** – various clients/projects ~ EDMs, website and printed marketing collateral for patients, GPs and specialists incl. Pharmaceutical companies incl. AbbVie (Humira) and Boehringer (Pradaxa)

**Harteffect** – **Canon Australia** ~ concepts and copywriting incl. retail merchandise book, trade presenter brochure, POS for high performance cameras

**Dynamix** – **Foxtel channels** ~ concepts and copywriting for show/channel promos

**The Holla Agency** – **Nutrimetics** ~ concepts and copywriting

**September 2013** – **Citrus Media** – **Howard’s Storage Catalogue** ~ printed and online incl. client liason, concepts, content planing, interviews and editorial copy – see [www.organised.hsw.com.au/makeovers/elfa-wardrobe-makeover-2/](http://www.organised.hsw.com.au/makeovers/elfa-wardrobe-makeover-2/)

**October 2012** – **Delibrand - Kindalin Daycare Centres** ~ EDM, website, newsletters (online and printed) incl. copywriting and concepts for headlines / subheads

**February 2012** – **Mac People - Duty Free Easter** – online and printed catalogue incl. copywriting and concepts for headlines / subheads

**November 2011** – **Sussex Media** ~ Business-to-business website.

# ★ Phyllis Foundis

C V | copywriting | scriptwriting | direct marketing |



## copywriting (cont.) Feb 2006 – Present StarScribe Productions ~ Copywriter / Producer. Clients:

– St. Spyridon School      – Reinforced Earth Company      – St. Lucy's School  
– Guthy-Renker      – Vodafone      – Ecotuitive

## Aug 2000 – Feb 2006 Various freelance agency assignments, London. Clients:

– Barclays      – Mercedes Benz      – Selfridges  
– Lancôme      – Garnier      – Renault

## Sep 1999 – Aug 2000 Barraclough Hall Woolston Gray, London ~ Clients:

– Dulux      – Persil  
– LetsButt.co.uk      – Granada      – Barclaycard

## Oct 1998 – Sep 1999 Barraclough Hall Woolston Gray, London ~ Copywriter

Freelance placements. Responsibilities included: creative concepts, copywriting.

Clients included:      – Alliance & Leicester      – Barclays Bank  
– Bird's Eye      – British Telecom      – BUPA

## Oct 1997 – Jun 1998 Leo Burnett, Toronto ~ copywriter. Clients included:

– Nintendo      – Cadbury's      – Sears Department Stores

## Feb – Jun 1997 Ogilvy & Mather Direct, Sydney ~ Copywriter. Clients included:

– American Express      – Qantas      – IBM      – Sheraton Hotels

## Nov 1995 – Dec 1996 Carr Clark Rapp Collins, Sydney ~ Copywriter. Clients:

– Eli Lilly (Prozac)      – Lever Rexona (Omomatic) – Kiwi Brands

## Feb 1995 – Oct 1995 Roadshow Direct, a division of Roadshow ~ Copywriter.

Worked on entertainment catalogues, collectible and merchandise copy.

## Jan 1991 – Jan 1995 K&D Bond Direct ~ Copywriter. Clients included:

– Uncle Ben's (Whiskas)      – Pampas      – Polaroid      – St. George Bank

**interests** Movies that make me laugh and cry - preferably at the same time. Soul music. Theatre. Beach houses. Shiny clothes - and people. Oh – and parenthood.

**summary** 20 years copywriting experience – advertising and direct marketing – across all industry categories and brands – including consumer and business to business.

Very flexible and quick response time to urgent briefs.

Confident and friendly client liason and presentation skills at senior levels.

Extensive project management skills and experience to meet deadlines.

Concepts and creation of extensive press, direct marketing, online, catalogue and loyalty communications for international brands including: Whiskas, Radox, IBM, Lancome, Mercedes Benz, Qantas, EPSON, Barclays, ASDA, Polaroid, BT, Bird's Eye, Cadbury's, SKY, British Red Cross, Dulux and more.

Experienced in all aspects of advertising disciplines – from strategies, brain-storming and concepts through to writing, scriptwriting, presentation and editing.

A passion for storytelling on film and 8 years of corporate video production experience – including scriptwriting, production and supervision.

Not a primadonna copywriter – life's too short (I save it for the stage).

Can come complete with graphic designer; over 20 years creative and mac artwork experience. Team rates negotiable. Just ask.