



“I have a passion for communication that engages, inspires and compels people to take action. So whether that’s via a brochure, website or personal email, it’s all about connection.”

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**career summary** I'm a versatile, results-orientated creative copywriter with a passion for writing succinct copy that connects. Over the last 20 years I've worked in a variety of progressively responsible and challenging creative roles within both large and small agencies. I began my advertising career as a junior copywriter for a direct mail company writing sales brochures and letters for collectible dolls – handcrafted, bisque porcelain anyone?! I then moved on to a direct marketing / mainstream agency where my focus was on creating impactful loyalty programs for Lever Rexona, Nestle and Eli Lilly pharmaceuticals. The next stage of my career took an international turn when I freelanced for JWT in Canada and then Publicis Dialog and BBD Needham in London for seven years until 2005.

Now based in Sydney, my freelance work has involved working with clients both in direct marketing and mainstream advertising. From patient support programs and internal newsletters to websites and EDMs, 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 find fun, challenging and rewarding opportunities in – either freelance on-site or off-site, contract or full time positions. 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, presentation, management, pitching and conceptual thinking.

**other creative experience** Executive Producer, Host and Creator of talk show, **Foundis**  
Certificate in Screenwriting and Production at Aust. Film & Television School  
One-woman show – the virgin club – (for the EDINBURGH FESTIVAL 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.  
Presenting concepts and final creative to clients.

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

**referees** **Priscilla Duffell**, Partizan Health ~ pduffell@partizanhealth.com 02 8373 7400  
**Bruce Bennett**, Totem Communications ~ bruce@totemcomms.com.au 02 9241 5060



**employment** **Freelance appointments / projects**

**January 2013 to present – Partizan Health Agency – various clients/projects** ~ EDMs, website and printed marketing collateral for patients, GPs and specialists incl. concepts, content planning, interviews, editorial copy and editing technical copy. Pharmaceutical companies incl. AbbVie and Boehringer.

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

– **UBank** internal communications + pitch document

– **ANZ Graduate Program** internal communications + graduate brochure

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

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

**September 2013 – Citrus Media – Howard’s Storage Catalogue** ~ printed and online incl. client liaison, 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 including copy, headline concepts / subheads – see [www.sussexmedia.com.au/wordpress](http://www.sussexmedia.com.au/wordpress)

**May 2016 – Present**

**NSW Department of Transport** ~ Senior Writer, Creative Services

Responsibilities include: client briefings, creative concepts, copywriting, writing workshop facilitator.

**Febraury 2006 – Present**

**StarScribe Productions** ~ Co-Director / Copywriter / Producer

Responsibilities include: client briefings, cost estimates, creative concepts, copywriting, client liaison. *Freelance and direct clients include:*

- Amnesty International
- NSW Department of Education & Training
- St. Spyridon School
- Reinforced Earth Company
- St.Lucy’s School
- Guthy-Renker
- Vodafone
- Ecotuitive
- UBI World TV
- University of Western Sydney
- Panavision
- Melissa Shoes
- Bronte Family Medical Centre
- Task Exchange

**August 2000 – February 2006**

**Various freelance agency assignments, London** ~ Copywriter. Responsibilities included: creative concepts, copywriting, concept presentation. *Clients included:*

- Barclays
- Mercedes Benz
- Selfridges
- Lancôme
- Garnier
- Ralph Lauren
- Woolwich
- Renault
- Thomas Cook Travel
- Alliance & Leicester
- Nationwide
- L’Oreal
- American Express
- Chello
- Toyota
- Mazda
- Hewlett Packard
- Compaq
- Sky Digital
- TKMAXX

**September 1999 – August 2000**

**Barraclough Hall Woolston Gray, London** ~ Dedicated copywriter in the Barclaycard Creative Unit. Responsibilities included: creative concepts, copywriting.

- Clients included:*
- Dulux
  - Persil
  - LetsButIt.co.uk
  - Granada
  - Barclaycard



**employment (cont.)** **October 1998 – September 1999**

**Barracough Hall Woolston Gray (now Proximity), London** ~ Copywriter  
Freelance placements. Responsibilities included: creative concepts, copywriting.  
*Clients included:*  
– Alliance & Leicester                      – Barclays Bank  
– Bird's Eye                                      – British Telecom                      – BUPA  
– Eastern Energy                              – Grattan Catalogues                      – PC World  
– Thomas Cook                                      – British Red Cross

**October 1997 – June 1998**

**Leo Burnett, Toronto** ~ Freelance copywriter. *Clients included:*  
– Nintendo                                      – Cadbury's                                      – Sears Department Stores  
– Heinz                                              – Absolut Vodka

**February – June 1997**

**Ogilvy & Mather Direct, Sydney** ~ Copywriter. *Clients included:*  
– American Express                      – Qantas                      – IBM                      – Sheraton Hotels

**November 1995 – December 1996**

**Carr Clark Rapp Collins, Sydney** ~ Copywriter. *Clients included:*  
– Eli Lilly (Prozac)                      – Lever Rexona (Omomatic) – Kiwi Brands  
– Florafoods                                      – Nestlé (Nescafé & Andronicus)

**February 1995 – October 1995**

**Roadshow Direct, a division of Roadshow Television** ~ Copywriter.  
Worked on entertainment catalogues, collectible and merchandise copy.

**January 1991 – January 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 – 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 liaison 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, presentation and editing.

A passion for storytelling on film and 6 years of corporate video production experience including direction, camera and editing.

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

Note: I also work with a graphic designer – Kym Borrett – who has over 20 years creative and mac artwork experience. Team rates negotiable. Just ask.