

Jamie Buckley

38 BALLANTINE STREET, LONDON SW18 1AL

T: 07771 900729

E: jambuck68@yahoo.com

DoB: 03/01/1968

- **Experienced UX copywriter and digital content strategist, advertising copywriter, national newspaper columnist, chief sub editor and published author**
- **Excellent headline and display copywriter, clinical eye for detail and grammar**
- **Sound knowledge of marketing for the web, mobile and print**
- **Good strategic and creative thinker, with customer-focussed approach to user experience**
- **Calm and organised, well used to the pressure of deadlines and to stakeholder demands**

CAREER PROFILE

Digital content strategist, Fidelity International/FundsNetwork (July 2015 – March 2019)

This was a long-term contract as chief digital content strategist on Fidelity's adviser investment platform, FundsNetwork.

I was responsible for the design, creation and delivery of all digital content requirements – from onscreen messaging to help text – on the re-launch of this platform and ensuring a seamless migration of users (Independent Financial Advisers). This required consistent high- and low-level engagement across the business – Propositions, Compliance, Legal, Client Services, etc. – to ensure excellent customer outcomes. Close collaboration with Product Delivery Managers, UX, research and BAs from whiteboard to delivery. Other responsibilities have included managing the content design and development of numerous internal projects, most recently the creation and governance of the Fidelity Digital Style Guide.

The role required an ability to adapt to the changing demands that a high-profile, large-scale digital migration and roll-out creates in a thoroughly regulated industry.

Digital copywriter, Barclays (July 2014 – June 2015)

As UX copywriter on the account opening programme, I was instrumental in conceiving, creating, building and delivering several products across Barclays Plc's digital proposition.

This involved developing detailed-level requirements, scoping and writing copy, messaging, emails, validation and documentation, and being closely involved in development and testing. Building close working relationships with UX, project managers, business analysts, product owners, developers and testers is key to the success of any digital project.

The role called for engagement across many different disciplines, while maintaining a keen eye on milestones and delivery dates.

Senior copywriter, blinkbox Entertainment, now part of Talk Talk (July 2011 – April 2014)

Senior copywriter at blinkbox Entertainment Ltd, the online entertainment hub previously owned by Tesco Plc (now part of Talk Talk). With the brand director, I developed the brand book for blinkbox Movies and TV, and created the tone of voice which was rolled out through all touchpoints of the brand, from landing pages and FAQs to customers' sales receipts and copy for the product/asset

pages. I scripted “How to” videos, produced instore Tesco point-of-sale materials and onsite pages, from wireframes to launch. In conjunction with the head of customer engagement and a third-party agency, I also set the templates for the CRM programme, and managed all customer email newsletters.

Copywriter/editor/UX copy consultant, The Book of Everyone.com (July 2013 – April 2014)

The Book of Everyone is a unique book-making and print-on-demand app that customers use to create one-of-a-kind, 50-page, personalised gift books about anyone, in seconds. Having joined the start-up in July 2013, I edited, audited and contributed to all 50 chapters of the book which are held on their database, worked with front-end developers to create onsite copy and all aspects of the customer pathway, and upheld the core brand values of “celebration, curiosity and charm”.

MA digital media, Kingston University (Sept 2009 – Sept 2010) - Commendation

Chief sub editor/production editor/columnist, The Independent Magazine (Apr 2002 – Apr 2009)

A pivotal role in the weekend supplement of national newspaper, The Independent. Working consistently with challenging budgets through all aspects of sub-editing, editorial planning and commissioning of features, crafting display copy, scheduling production slots, building and maintaining excellent relationships with regular contributors, managing copy/artwork traffic, re-writing copy, and final sign-off of proofs. Management of one full-time sub-editor and freelancers as necessary. I wrote a weekly column on pets and contributed to the Travel, Editorial and Food & Drink sections in the main newspaper.

Sub editor, The Times, The Independent (Apr 2000 – Apr 2002)

Copywriter, Claydon Heeley (advertising agency), London (Oct 1998 – Mar 2000)

Promotions copy editor, Condé Nast Traveller (magazine) (Sept 1997 – Sept 1998)

Copywriter, Storm Communications, Hong Kong (Apr 1995 – March 1997)

OTHER

I am the co-author of Behold the Front Page (1994, Mainstream), a satirical loo-book which told the big stories from the Bible in the style of the tabloids, such as “Militant Moses runs amok in Pharaoh fun palace” and “Giant whale ate my husband” – it sold a sizzling, soaraway 20,000 copies.

EDUCATION

Kingston University (2009-2010), MA Digital Media (Commendation)

University of the West of England, Bristol (1988-1992), BA French and Spanish

WORKING SKILLS

PC, Mac, Word, WordPress, Excel, Confluence. I have reasonable working knowledge of Photoshop, iMovie, Final Cut Pro and a solid understanding of HTML. French and Spanish to a high standard.

REFERENCES

Available on request.