



Christian Bunyan

Senior Copywriter Trained In Strategy & Design

Profile

I've been in communications since 2001, both with international ad agencies and as an independent. Trained in digital marketing and creative strategy. Tons of experience in concepting, copywriting, ghostwriting (articles, blogs and books), and design (training also includes graphic design, concept design/illustration, and UI design).

Employment History

June, 2019—Present: Owner “Could You Change The Ending?”

A mini communications agency. As well as core competencies like strategy, concepting and copywriting, I offer graphic/UI design, and illustration. Worked with a handcrafted table manufacturer (whose projects include supplying Apple's new HQ), provided illustrations for a company promoting scientific news, copy for art projects etc.

July, 2015 — June, 2019: Freelance Copywriting, Illustration, Design

Work included cultural projects (e.g. helping a director create her first art book), copy for an international architectural/interior design firm, the launch of a restaurant chain started by a TV chef, helping a maker of film-making equipment (Will Smith is a client), web copy, being the chief editor of a business book.

May, 2007 — June, 2015: Senior copywriter, KesselsKramer

Concepting, copy, ghostwriting (Time, Vogue, LA Times etc.), strategy, self-initiated projects, product development, and creative lead on projects ranging from small business to global campaigns (J&B). Examples: initiated, wrote, published a business book on advertising, had work appear at the Venice Biennale, developed global advertising campaigns for various brands, started an art show involving dozens of illustrators etc (reported in broadsheets).

Details

Cheribonstraat 34
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Site

couldyouchangetheending.com

Programs/Tech

Photoshop
Illustrator
InDesign
Adobe XD
After Effects
Blender
ZBrush/Keyshot
Substance Painter/Marmoset
Webflow
Autodesk Sketchbook
HTML/CSS

Languages

English (Native)
Dutch (Speaking & reading)
German (Basic understanding)

Skills

Creative strategy
Digital marketing (broad grasp of all major areas. E.g. SEO, PPC, SEM etc.)
Content marketing
Copywriting
Content writing (blogs, books, articles, scripts etc.)
Graphic design (again, a broad understanding of all major areas)
UI design (broad grasp)
Concept design
Digital painting

May 2006 — May 2007: Freelance Copywriter, London/Amsterdam

Worked on various advertising projects for (amongst others) international development NGOs (ChristianAid), energy suppliers (British Gas), mobile phone internationals (Sony), and tech multinationals (Canon). My role: concepting, strategy, scripts, short-form writing, and longer-form pieces.

Nov 2002 — April 2006: Copywriter at Farm, London

Clients included Mercedes-Benz, Greenpeace, Loaded, Paramount, and more. Mostly, copy and concept work, from web copy to cinema advertising. Also, wrote a children's book, co-directed a short film shown at BAFTA, and started my own company-within-a-company, Farm Films.

February 2002 — August 2020: Internships at Various, London

Worked at international ad agencies like Grey, WCRS and Farm. Range of clients. E.g. Mini and Captain Morgan's Rum.

Education

Feb 2020—June 2020: Digital Marketing (mentored), General Assembly

Jan 2019—June 2019: UI Design. Private mentorship with Dani Andor (Senior UI Designer)

Dec 2018—Feb 2020: Concept Design & Illustration, mentorships with Marco Bucci, Senior Concept Artist (Disney, LEGO, Mattel)

Jan 2018—Jan 2019: Graphic Design Mentorship with Paloma Hodgins (Senior Art Director, Lecturer & Graphic Designer)

Oct 2015—Jan 2017: Concept Design (tutors included artists at Lucas Arts, Jim Henson, Ubisoft, Disney/Pixar, Sony Pictures etc), CGMA, LA

Jan 2012—Jan 2014: Mentorships with Editors & Novelists (Ashley Stokes and Tom Bromley)

Sept 2001—June 2002: Copywriting & Art Direction, Watford College, Distinction (First Class)

Sept 1998—June 2001: B.A. English Literature, York University

June 1999—Dec 1999: Literature/History (GPA 4.0), UCLA.

Skills (continued)

Vector illustration

Technical drawing

Animated illustration (limited)

3D art

Hobbies

Boxing, reading