



Christian Bunyan

Strategy, Concept, Copy

Profile

I've been in communications since 2001, with international ad agencies, design agencies, a major tech company, and as an independent. Extensive experience/training in strategy, concepting, various forms of writing, digital marketing. Plus video editing, illustration, design.

Employment History

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

Copy, concept, strategy. Some illustration and graphic design. Worked with a handcrafted table manufacturer (whose projects include supplying Apple's new HQ), copy for a restaurant chain started by a TV chef, worked on one of the world's top single malt whiskies, provided illustrations for a company promoting scientific news, designed book covers, vector images for an adrenaline sports brand, wrote book intros for artists and directors etc.

October, 2020—October 2021: Head Of Copy, Blender Institute

Main editor for leading open source 3D creation suite. Responsibilities included defining, producing and creating long form content for two websites. Conducted interviews with prominent filmmakers and artists, social media, cover story for 3D World (the top industry publication), writing/markup for regular newsletter, video editing, technical writing/editing, some illustration, HTML/CSS/markdown, UX/UI.

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, web copy, 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 (e.g. books), product development, creative lead on projects ranging from small businesses to NGOs (Greenpeace) global campaigns (J&B). Examples: initiated and wrote a best-selling business book, work appeared at the Venice Biennale, developed major advertising campaigns for various brands, directed ads, started an art show involving dozens of illustrators (reported in broadsheets), campaigns featured on major news networks (*CNN*, *NBC* etc).

Details

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couldyouchangeending.com

Site

couldyouchangeending.com

Programs/Tech

Photoshop

Illustrator

InDesign

Adobe XD

ZBrush/Keyshot

Blender 3D

Substance Painter

Webflow

HTML/CSS/Markdown

DaVinci (video editing)

Languages

English (Native)

Dutch (Speaking & reading)

German (Basic understanding)

Skills

Creative strategy

Digital marketing (broad grasp of all major areas. E.g. social media, SEO, PPC, SEM etc.)

Concept Art/Illustration

Copywriting

Content writing (blogs, books, articles, fiction, scripts etc.)

Graphic design (again, a broad understanding of all major areas)

Concepting (e.g. executions for advertising, PR)

Technical writing (3D software)

UI design (broad grasp)

Vector image making

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

Worked on various advertising projects for (amongst others) international development NGOs (e.g. 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 film 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/UX 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 professional editors/novelists (Ashley Stokes and Tom Bromley)

Sept 2001—June 2002: Copywriting & Art Direction, Watford College, Distinction (First Class). Strategically focused advertising post grad.

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

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

Skills (continued)

Technical drawing

Simple animation

3D art (sculpting, basic texturing etc.)

Hobbies

Gracie Jiu Jitsu/

Mixed Martial Arts