

NICK ASBURY

Personal details

Nick Asbury
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Date of birth 04.11.72
Nationality British

Education

Oxford University
1991 – 1994
BA Hons English Language
and Literature (2:1)

Manchester Grammar School
1984 – 1991
A levels: English (A),
Latin (A), French (A)

Awards

D&AD Judge 2012
Writing for Design

D&AD Yellow Pencil 2011
Writing for Design
A picture speaks a
thousand words

D&AD In-book 2011
Writing for Design
Paul Dalling, Proofreader

D&AD Judge 2010
Writing for Design

D&AD Yellow Pencil 2009
Writing for Design
Corpoetics

D&AD In-book 2007
Writing for Design
Pentone

D&AD In-book 2006
Temporary Exhibitions
26

Publications

Alas! Smith & Milton: How not
to run a design company
(Cyan Books 2006)

Brilliant Copywriting by Roger
Horberry (Featured case study)
(Prentice Hall 2009)

The Bard & Co: Shakespeare's
role in modern business
(Cyan Books 2007)

26 Malts: Some joy ride
(Cyan Books 2006)

From Here to Here: Stories
inspired by London's Circle Line
(Cyan Books 2005)

Reviews of Alas! Smith & Milton
*"That almost impossible product,
a design book which is a darn
good read... expresses what
we all enjoy and think about but
have never quite managed to
articulate."* David Stuart

*"A brutally honest tale of success,
failure and the huge pressures
involved in working in the design
industry... There's a happy
ending but any aspiring designer
will learn some valuable lessons
along the way."* Creative Review

Freelance

2002 – present
Working for a wide range of
design companies, marketing
agencies and direct clients,
on everything from four-word
straplines to 40,000-word books
– but with a particular specialism
in branding and ideas-led work.

Recent clients

Agencies
300million, Build, Hat-trick,
johnson banks, Mark Studio,
Music, NB Studio, The
Chase, The Partners, The
Company Agency, Venture 3,
Wheatcroft&Co.

Direct clients

Action on Hearing Loss,
Association of Accounting
Technicians, Breakthrough
Breast Cancer, British Heart
Foundation, Checkthis,
Land Securities, McGrigors,
Prontaprint, Virgin Media

Recent projects

British Heart Foundation
Annual Review 2011

Land Securities London
Website

Little Chef
Rebrand

Action on Hearing Loss
Rebrand

British Heart Foundation
Children's Party Pack

Hat-trick Design
10-year book

Land Securities London
Victoria Hoardings

Paul Dalling, Proofreader
Website

Paul Thompson, Photographer
1,000-word poster

Wolf Theiss
Rebrand

Full-time

Other Creative Limited
43 Charterhouse Square
London EC1M 6EA
1997 – 2002

Job description

Copywriter and Board Director
Creative and management
role at an award-winning
creative consultancy with a
strong specialism in writing.
Creative responsibilities included
managing the writing side of
the business and directorial
responsibility for quality control.
Management responsibilities
included new business
generation, client management,
recruitment, staff training,
strategic planning.

Clients

Amnesty International, Boots,
British Airports Authority,
British Telecom, Free Tibet
Campaign, McKinsey & Co,
Medical Foundation, WH Smith

Bernard Hodes

10 Regents Wharf, All Saints
Street, London N1 9RL
1996 – 1997

Job description

Copywriter
Copy and ideas generation.

Clients

British Airways, Sense, Tesco

EMAP Business
Communications
London
1995 – 1996

Job description

Marketing Assistant
Responsibilities included
copy and ideas generation for
promotional campaigns.