

Nick Asbury

Copywriter

Personal details»

Nick Asbury
10 Carberry Road
London SE19 3RU

Mobile 07940 586906
Email mail@nickasbury.com
Website nickasbury.com

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)

References»

Available on request

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, tone of voice and
corporate literature work.

Clients

Agencies
Bostock & Pollitt, Columns,
Figtree, Jaques Vanzo, Navyblue,
The Partners, Pentagram,
Purpose, SAS, Smith & Milton,
The Company Agency

Direct clients

Aquiva, Liverpool Victoria, Marks
and Spencer, Nokia, Prontaprint,
Royal Society of Medicine, St.
Mungo's, Virgin Media

Recent projects

Wolf Theiss
Rebranding and literature

Prontaprint
Rebranding and literature

CenterPlan
Literature and website

Smith & Milton
25th anniversary book

Liverpool Victoria
Rebranding and advertising

Knekt
Branding and website

Lavendon
Brand guidelines

Lakeside Shopping Centre
Rebranding and advertising

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.

Awards»

D&AD In-book 2007
Writing for Design
Pentone

D&AD In-book 2006
Temporary Exhibitions
26

Benchmarks 2007
Financial Services Branding
LV=

Publications»

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

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**

Memberships»

Director of 26
Member of D&AD