

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 Yellow Pencil 2009
Writing for Design
Corpoetics

Design Week Awards 2008
Identity Programmes (Shortlist)
Wolf Theiss

Benchmarks 2008
Professional Services (Shortlist)
Wolf Theiss

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)

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

Memberships

Director of 26
Member of D&AD

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, Hat-trick, Jaques Vanzo,
Kino, Navyblue, The Partners,
Pentagram, Purpose, SAS,
Smith & Milton,
The Company Agency

Direct clients

Breakthrough Breast Cancer,
British Heart Foundation,
Liverpool Victoria,
Marks and Spencer,
Marwell Wildlife,
McGrigors, Prontaprint,
Royal Society of Medicine,
St. Mungo's, Virgin Media

Projects

Breakthrough Breast Cancer
Rebranding

British Heart Foundation
Annual Review

Wolf Theiss
Rebranding and literature

AAR Group
Website

Prontaprint
Rebranding and literature

CenterPlan
Literature and website

Smith & Milton
25th anniversary book

Liverpool Victoria
Rebranding and advertising

Knekt
Branding and website

Lakeside Shopping Centre
Rebranding and advertising

Marwell Wildlife
Literature and signage

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

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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

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**EMAP Business
Communications**
London
1995 – 1996

Job description

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