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Top Skills

Creative Strategy
User Experience Writing
B2C

Dan Hunt

Copywriter & creative sales expert
Exeter, England, United Kingdom

Summary

Copywriter & creative sales expert. I sell ideas and concepts through effective and engaging B2B & B2C copy. My main focus is getting results for my clients (awards are nice, but secondary in my opinion!)

30 words, 30 seconds, 30 minutes or 30,000 words: whatever content you require, I adapt tone of voice and copy style to suit your product, platform and medium.

Across 27 years, I've learned from the very best in the media and creative industries, and I've set-up and led creative teams at Real Radio South Wales (GMG plc) and LBC 97.3 / Heart in London (Chrysalis Group).

My simple 'funnel approach mind' allows me to filter out the superfluous waffle, and focus on the key USP, thus allowing me to write catchy commercials, and create highly listenable UX content, that will work for my clients.

I am reliable, customer focused, commercially savvy, analytically strong, a proficient, organised and experienced home worker - and was once called 'the best sales person there never was' by Dave Gifford ... make of that what you will.

Thanks for dropping by! Dan.

Experience

Boom Radio UK
Broadcast Copy Writer / Website Content & Design / Digital Audio Producer

January 2021 - Present (4 years 6 months)
Devon, England, United Kingdom

Skilled in Adobe Audition, Aquira, Mailerlite, and Aiir.

MEERKATworks

Digital Copywriter / Audio Producer

November 2005 - Present (19 years 8 months)

Edinburgh, Scotland, United Kingdom

Soundlogic

Broadcast Copywriter / Audio Producer

November 2015 - Present (9 years 8 months)

Freelance

Broadcast Copywriter | UX Content Writer | Audio Producer

January 2009 - Present (16 years 6 months)

Devon, England, United Kingdom

- Produce compliant and cost-effective digital and broadcast copy for commercials and online content.
- Create engaging experiential content for various platforms to drive audience engagement.
- Collaborate with B2B & B2C clients to understand their needs and deliver high-quality content that aligns with their brand.
- Worked remotely since 2008 following 10 years in-house within Chrysalis Group Plc, Guardian Media Group, and Global Radio.

Free Turn

UX Content Writer - Travel

2023 - 2024 (1 year)

London, England, United Kingdom

- Crafted 3-way personality-led experiential content for Big Bus Tour's key routes in London and Vienna, ensuring timely delivery of engaging historic sections.
- Immersed and entertained passengers with conversational content, enhancing the overall tour experience.
- Produced 8 hours of UX content for Free Turn Entertainment, showcasing strong storytelling and attention to detail.

The International Bunch

Blog Researcher & Copywriter / Social Media Post Creation & Scheduling

July 2021 - September 2021 (3 months)

Researching and writing online Blog marketing posts for a Strategic Publishing company.

Proficient in Asana.

Writing and publishing of social media posts, including maintaining a posting schedule through MailChimp.

Global Radio

Head of Creative Solutions | Commercial Copywriter | Digital Content Creation

December 2002 - January 2009 (6 years 2 months)

Greater London, England, United Kingdom

- Set up and launched Global Creative, London in 2002 following the acquisition of LBC
- Booked the Group's biggest ever single creative sale for a worldwide jingle campaign for Royal Caribbean Cruises International..
- Hold the record for billing the biggest ever net month, gross month, nett quarter and gross quarter in Global Creative
- Won 5 Vox Awards for creative excellence.
- Nominated finalist twice at London International Awards
- Conducted recruitment interviews for Global Creative
- Manage resources including 3 freelance writers and producers
- Set up and managed a successful creative team at Real Radio South Wales
- Worked cross-site, managed creative workload for Heart 106 in and writer / producer absence

Chrysalis Music Group

Head of Creative Solutions | Commercial Copywriter

2002 - 2008 (6 years)

Galaxy 101, Bristol (Chrysalis Radio)

Creative Services Manager

July 2002 - August 2002 (2 months)

- Managed Creative Services at Galaxy 101, Bristol, overseeing client projects and team collaboration.
- Successfully acquired new clients in the first month at Chrysalis, hitting targets in a new market.
- Led the development of innovative campaigns and strategies to drive brand awareness and engagement.

Real Radio South Wales

Creative Solutions Manager

November 2000 - July 2002 (1 year 9 months)

- Established and launched the Creative Solutions department at Real Radio South Wales, driving revenue growth in a competitive market.
- Recruited and trained new team members to support department expansion and client portfolio development.
- Developed a reputation for excellence in creativity and results, positioning the department as a key player in the industry.

GWR Radio

Creative Writer

January 2000 - January 2002 (2 years 1 month)

GWR Group Plc

Anything else Technical Operator

January 1997 - January 2000 (3 years 1 month)

Education

Prior Park College