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Top Skills

Copywriting

B2C

Creative Strategy

Daniel Hunt

Trusted copywriter and creative solutions manager with 27 years' B2C experience | I write focused, engaging copy to drive response and results | OFCOM, ASA, BCAP compliant | Broadcast, digital & online content.

Whiddon Down, England, United Kingdom

Summary

My experience says 'radio' but my 27-year career has focused on business to consumer marketing.

Be it a car, holiday, hospice, games console or property, my role is to create demand, engage the consumer and get bums on seats, people on site, or to generate web clicks and sales.

I use a simple funnel approach to create catchy commercials, clever content, and direct messaging to reach out to my client's target demographic.

New products, events, launches, appeals, 'big reveals' – I've worked on them all from clients as diverse as Chestnut Tree House Children's Hospice and EasyJet to Big Yellow Self Storage and Ocado.

Recent clients include: Tupperware | Big Bus Tours | University of Sussex | Disrupt Marketing | One Traveller | Universal Orlando Resort | Pure Audio | Santa Pod Raceway | Dormeo | Trusted Housesitters | Explore Minnesota

30 words, 30 seconds, 30 minutes or 30,000 words.

Whatever content you require, I deliver high-quality copy, audio production, scripts, and digital content on time and on budget.

I've always worked closely with broadcast's regulatory bodies to ensure all copy I write is BCAP/ASA compliant and fair to the consumer: my regulatory mindset makes me a desirable candidate for B2C roles as I ensure copy gets 'over the line' in the first instance.

I have worked remotely since 2008 so I manage my time efficiently and effectively and understand the importance of regular online catch-ups to ensure a strong team ethos.

I am excited about taking my skills and experience to an exciting new role.

Have a great day, Dan!

Experience

Boom Radio UK

Commercial Writer / Audio Content Producer

January 2021 - Present (4 years 1 month)

Devon, England, United Kingdom

Sound Creative Ideas

Content Creator / Commercial Copywriter / Audio Producer / UX Content Writer

January 2009 - Present (16 years 1 month)

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.

MEERKATworks

Digital Audio / Content Copywriter / Commercial Production

November 2005 - Present (19 years 3 months)

Edinburgh, Scotland, United Kingdom

Soundlogic

Copywriter / Commercial Producer

November 2015 - Present (9 years 3 months)

Remote

Free Turn

UX Content Writer

February 2023 - October 2023 (9 months)

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.

Global Radio

Head of Creative Solutions

December 2002 - January 2009 (6 years 2 months)

- 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

Creative Solutions Manager

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