
JANE RAJECK

CREATIVE COPYWRITER

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20+ years of agency experience working across various sectors and channels on both consumer-facing and B2B accounts. Audience experience and results focussed. Used to working on own or as part of a team.

EXPERIENCE

FREELANCE CREATIVE COPYWRITER > Nov 2019 to Present

Recent projects include:

- Rolling out pharma company Boehringer Ingelheim's in-house university to colleagues around the world.
- Helping NatWest Group to attract more graduates to their business.
- Selling the benefits of HSL's 'feel-good' furniture to over-70s
- Creating brand guidelines for Salford City Council.
- Helping Deliveroo to increase brand awareness in price-sensitive areas.

Work samples available at janerajeck.com

CREATIVE DIRECTOR > Oct 2017 to Nov 2019

90degrees Manchester

Role: Introducing a conceptual approach to the residential property sector. Mentoring creative team, helping Account Director with the development of creative briefs, casting for shoots, writing copy, overseeing and signing off all creative output for B2B and consumer-facing communications, across web, email, social, brochure and OOH. Clients included Allied London, FEC and Salboy.

FREELANCE CREATIVE COPYWRITER > Jan 2016 to Sep 2017

SENIOR COPYWRITER (CONTRACT) > Jan 2014 to Dec 2015

McCann Manchester

Role: Copy Lead on Simply Be account, overseeing junior creative teams' concepts for TV scripts and press ads. Creating brand guidelines, working with lead designer to establish seasonal themes across look-books and POS, creating copy platforms for brand's in-house writers. Also worked on Aldi, across radio, website and press.

SENIOR COPYWRITER > Nov 2011 to Dec 2013

Dinosaur Manchester

Work included: Content for Drontal website, scripts/storyboards/casting for Co-operative Membership videos, copy for Co-operative Food OOH and point of sale.

FREELANCE CREATIVE COPYWRITER > Oct 2010 to Nov 2011

SENIOR COPYWRITER > Sep 2008 to Oct 2010

McCann Manchester

Responsible for: Improving overall creative output of UPS B2B direct mail account. Successfully increased acquisition numbers throughout UK and Europe. Also created Durex strapline which repositioned the brand across the globe, helping to increase worldwide market share.

MATERNITY LEAVE > Jul 2007 to Jun 2008

COPYWRITER

TequilaManchester (Now TBWA) Manchester > Mar 2004 to Jul 2007

COPYWRITER > Mar 2002 to Feb 2004

Hicklin Slade & Partners (Now Karmarama) London

COPYWRITER > Jan 1999 to Feb 2002

EHS Brann (Now Havas Helia) London

FREELANCE

ACCESS ADVERTISING Manchester
AMAZERIALISE Manchester (Now Kin-Carter Connect)
BD NETWORK London
BJL Manchester
CHEETHAM BELL Manchester
CREATIVE SPARK Manchester
GRATTERPALM Leeds (Now CreativeRace)

JAM WORLDWIDE London
LOAF CREATIVE Manchester
LOVE CREATIVE Manchester
MANDO Liverpool
MCCANN Manchester
MERSEYCAR NHS TRUST Liverpool
PEOPLE ACTIVATION Manchester

PH.CREATIVE Liverpool / New York
RED-C Manchester
RED CELL RESPONSE London
SLG Manchester
TBWA Manchester
THE PEPPER CORPORATION London
90DEGREES Manchester
