

Nick Asbury

Copywriter

Personal details»

Nick Asbury
Hillcrest, Kerridge End,
Rainow, Macclesfield
SK10 5TF

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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

Breakthrough Breast Cancer

Rebranding

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

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