



# Benjamin Stevens

Copywriter and Creative Director

📍 Chesham, UK

✓ Benjamin is **Available to work**

[Portfolio link](#)

[Portfolio file](#)

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## Links

[Website](#) [LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full time or Part time work

Employment: Freelance Assignments

## Skills

Copywriting (Advanced)

Creative Direction (Advanced)

Digital Copywriting (Intermediate)

Tone Of Voice (Advanced)

Art Direction (Advanced)

Branding (Advanced)

Campaigns (Advanced)

## Languages

English (Native)

## About

Hi, I'm Benja. I'm a copywriter and creative director who partners with creative agencies and organisations to create unique brands, campaigns and messaging for all kinds of businesses.

I have held creative leadership roles at a number of agencies, where I have led teams of designers, writers, animators and other creatives. In 2018 I established my own business, which has enabled me to work with a broad variety of clients and agencies.

I firmly believe in the importance of creativity and the power of bold ideas and leftfield thinking. Our ability to innovate is what separates businesses from their competitors and can be the difference for those who understand and exploit its potential.

I thrive on creating work that makes others sit up and take notice. After all, isn't that what we're here to do?

### BRANDS WORKED WITH

Archetype Group

Flag & Anthem

MakingGiants

Prophet

## Experience

### ● Freelance Copywriter & Creative Director

| Jan 2020 - Mar 2020

Branding, Campaigns, Messaging thisisbenja.com KEY CLIENTS: CITI, SHELTER, NUFFIELD HEALTH, NOTTING HILL GENESIS I'm a copywriter and creative director who partners with creative agencies and direct clients to create unique brands, campaigns and messaging for all kinds of organisations, including startups, property, banking and financial services, charities, tech, telecoms, healthcare, hospitality, retail and many more. I firmly believe in the power of bold ideas and leftfield thinking, whether visual or verbal. Head of Creative, Archetype (Contract) Branding, PR, Comms & Digital archetype.co KEY CLIENTS: VODAFONE, AVEVA, SUNTRUST, TATA Archetype are a global creative agency who partner with category creators and industry leaders to build the world's most magnetic brands, through strategy, creative, communications, and digital. I managed a team of seven designers and was a hands-on writer, creating engaging copy for brands, campaigns, playbooks and pitches. Creative Director, Efection (Contract) Branding, Digital efection.co.uk KEY CLIENTS: OMD, UNIVERSAL, SAVILLS, SKINADE Efection are a branding and digital creative studio who use creative strategy and technical knowledge to create effective, innovative products and services that are useful, pleasurable and create a positive impact. I managed a small team of creatives and freelancers, including writers and motion designers.



### ● Creative Director

MakingGiants | Jun 2016 - Aug 2018



● Archetype Group | Jan 2020 - Mar 2020



● Prophet | Oct 2019 - Dec 2019



● Flag & Anthem | Dec 2021 - Jun 2022

## Education & Training

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2002 - 2005 ● The Arts Institute at Bournemouth  
BA (Hons) Graphic Design, Bachelor of Arts