



# Andy Stone

Copywriter, Creative & Content Strategist

📍 London, UK

✅ Andy 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, Permanent Positions, Hourly Consulting

## Skills

Copywriting (Advanced)

Creative direction (Advanced)

Content strategy (Advanced)

Thought leadership (Advanced)

Customer success (Intermediate)

Art direction (Advanced)

videography (Intermediate)

video editing (Intermediate)

Web Content Writing (Advanced)

Tone Of Voice (Advanced)

## Languages

English (Fluent)

## About

Experienced senior content strategist, copywriter and creative with a history of working across advertising, automotive, entertainment and tech.

### BRANDS WORKED WITH

Adventures In Content

F1 Rocks / Universal Music

Neat

Spark44

Various Companies

## Experience

### ● Copywriter, Creative & Content Strategist

Adventures In Content | Jul 2022 - Now

Adventures in Content is a creative digital agency specialising in copywriting, content strategy and creative direction, which was originally founded by me in 2006. AiC works across copywriting, editorial, content strategy, digital newsletters, thought leadership and customer success. Clients include: Anderson Group Apollo World Touring Cake Cheap-flights.com East of England Cultural Tourism Project Ford Europe Formula 1 F1 Rocks Global Cool Gumball 3000 ICF Next ITV Stop Climate Chaos / iCount Sony Universal Music VMLY&R For more information and examples of work, please visit [adventuresincontent.com](https://adventuresincontent.com).

### ● Marketing Communications Manager

Neat | Nov 2021 - Jul 2022

Norwegian tech company specialising in video collaboration. I worked across content strategy, copywriting, creative direction, thought leadership and customer success. Examples of work can be viewed at [adventuresincontent.co.uk](https://adventuresincontent.co.uk).

### ● Copywriter, Creative and Content Strategist

Adventures In Content | Apr 2018 - Nov 2021

See above

### ● Senior Content Strategist and Copywriter

Spark44 | Oct 2015 - Apr 2018

Spark44 was the retained creative agency of Jaguar Land Rover. I worked within the agency's global planning team, providing strategic and creative thinking on all things content, while also providing copywriting services on numerous projects. Examples of work can be viewed at [adventuresincontent.co.uk](https://adventuresincontent.co.uk).

### ● Digital Producer, Web Editor and Intermittent Consultant

F1 Rocks / Universal Music | Feb 2008 - Mar 2012

F1 Rocks was a series of large-scale international music events and TV properties, staged alongside Formula 1 races. The initiative was backed by Universal Music. I produced all editorial and video content for headline sponsor, LG, and provided UX guidance and project management for the build of two B2C websites. I also delivered all editorial and social content before, during and after events.

### ● Copywriter, Creative and Content Strategist

Adventures In Content | Jun 2006 - Oct 2015

See above

### ● Relevant Previous Experience

Various Companies | Dec 1994 - Jun 2006

• BBC 6Music - music news reporter Tasks included reporting from and interviewing artists at the Coachella Festival, California for BBC 6Music's

music news

- Dazed & Confused - contributor Wrote regular music related features for the magazine
- I Count / Stop Climate Chaos – Web Editor and Digital Manager Ran all things digital for the UK's biggest climate change campaign and developed several digital campaigning tools
- Global Cool – Web Editor Managed all online editorial content and provided key messaging
- Mean Fiddler Music Group – Web Editor / Radio Presenter/Producer Edited group website and presented and produced specialist music show on national radio station, Mean Country 1035
- RCA Records / BMG Entertainment UK - A&R co-ordinator Booked recording sessions, cut artist TV performance edits and managed tape archive
- All Tomorrow's Parties (ATP) Festivals - concert promoter / press officer Ran publicity for ATP festivals and events, booked acts and repped shows nationwide
- Warner Music - professional recording artist Recorded three singles and one album