Leo Pollock.

Copy Lead and Creative Strategist

London
leo.pollock@icloud.com
+44 7825 213700
leopollock.com · linkedin.com/in/leopollock

PROFILE

Copy Lead and Creative Strategist with 13+ years across agency and in-house, from Lola (MullenLowe) to Uber, Adobe, HelloFresh, Input Output and Dojo. I work from strategy to the last line: brand positioning and messaging frameworks, campaign concepts and scripts, and the voice and copy that carry them across every channel and market. At Dojo, I developed the concept and messaging framework for Payment Paradise, the first national brand campaign, which nearly doubled aided awareness. I also wrote the brand positioning for Dojo's expansion into Italy and Spain.

SELECTED RESULTS

18% to 35% aided awareness

Payment Paradise, Dojo. Creative recall +26 pts on LinkedIn and +9.5 on Meta; direct homepage traffic +24% against benchmark.

+65% click-through

Dojo Italy website, to agent recruitment in the first 90 days. Agent page visitors +54%, contact page click-through +16%.

A brand from its name

Lace, Input Output. Named and built the brand for its first light wallet for Cardano, as sole copywriter from the name to the release notes.

Three markets, real drivers

Uber Driver Stories. Cast drivers in person and scripted their films in Saudi Arabia, South Africa and Russia.

EXPERIENCE

Dojo – Copy Lead, London — 08/23 – Present

- Concept, messaging framework and agency briefing for Payment Paradise, Dojo's first national brand awareness campaign. Gave creative direction to the agency, OTHERWAY, and wrote every asset across video, OOH, radio, social and digital.
- Brand positioning for Italy and Spain, from research and insight to the positioning statement, brand north star, brand driver and manifesto. Now the base for web, sales, social and paid media in both markets.
- International content strategy and website copy for Italy and Spain, including workshops with the local teams in Milan and Madrid.
- Brand benefits framework mapping five emotional and functional benefits to customer research, rolled out across every UK touchpoint and channel.
- Co-lead brand voice, review agency and in-house creative, and mentor writers.

Input Output Global – Senior Copywriter, London — 09/21 – 07/23

- Led naming for Lace, Input Output's light wallet for Cardano, and wrote its mission, vision, values, personality and tone of voice guidelines.
- Sole copywriter from name to release notes: every app journey, the website, email, social and launch comms from pre-launch to full launch.
- Concepts and scripts for the Lace films, including Origins and Ada Handle.
- UX copy for the Cardano Summit virtual event site and the Marlowe developer website.

EXPERIENCE (CONT.)

LaGUARDA Consultancy – Freelance Senior Copywriter 03/21 – 09/21

- Strategic copy and digital campaign narratives for DTC brands tails.com and Urban Jungle.

Adobe – Freelance Senior Copywriter, EMEA Creative Studio 08/18 – 05/21

- The 2019 Digital Trends campaign and its spin-off reports, the first Adobe Experience Festival, and long-form SEO content for Enterprise, Creative Cloud and Stock.
- Storytelling and presentation materials for executive engagement and EMEA-wide initiatives.

HelloFresh – Senior Copywriter, Berlin 04/18 – 09/18

- Brand projects and workshops to sharpen positioning, plus integrated campaign concepts and copy.
- Internal creative consultant on agency pitches.

Uber – Copywriter, Amsterdam 05/16 – 04/18

- Driver Stories: casting, interviews, storyboards and scripts, with narrative and voiceover direction on location in three markets.
- Original concepts and lines for EMEA campaign toolkits: UberGIVING ("It feels good to give"), which ran on one day across 11 cities, and Summer Travel ("Every destination within reach").
- Copy for CRM, performance and brand campaigns across EMEA.

Earlier roles – Barcelona and London 2007 – 2016

- **Lola (MullenLowe), Native English Copywriter, 2014.** Concepting and copy on SEAT, including Ibiza 30 years (transcreation, execution and scripts for two films), the Leon safety videos, the Leon X-PERIENCE launch and WakeUApp.
- **Desigual, Digital Copywriter.** Weekly and standalone e-commerce campaigns across every digital touchpoint, plus localisation management.
- **Vistaprint, Digital Copywriter.** Copy for all channels. Helped launch paid social as a marketing channel.
- **Editorial.** Publishing and journalism, including Le Cool London and The Guardian.

SKILLS

Brand positioning and messaging frameworks · Campaign concepting and scripts · Film, audio and OOH · Brand voice and tone guidelines · Naming and brand foundations · Content strategy and UX writing · Transcreation and international adaptation · Workshop facilitation · Presenting to senior stakeholders · Mentoring writers

EDUCATION

Content Design London – Advanced and Foundation certificates 2024

University of Sussex – BA (Hons) English, First Class 2003 – 2006