

Mark Herring

Standout copywriting since 1998



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I wrote the Chip & PIN launch campaign for a major high street bank.
The script for the first brand video to be produced with Oculus Rift.
Even the first ever AI-moderated event panel session.

AWARDS

No stranger to 'firsts', I've worked on many award-winning campaigns.

Additionally, my scripts have earned multiple WorldMediaFestival Golds, a Cannes Silver Dolphin, and a Golden Award of Montreux among others.

RESULTS

Words that make a measurable difference for clients.

But it's about results, not awards. My writing helped turn 'Unsatisfactory' into 'Outstanding' for one global brand.

+60%

For another, a content programme over the last 12 months has delivered a 60% increase in web traffic.

HOW I WORK

I help turn new into familiar, and familiar into favourite.

I don't fight or fear AI, but use it to automate the boring stuff while I focus on the human brain side of things: the strategy, the creativity, and the cultural nuance that leaves an algorithm flatlining.

RIGHT NOW / RECENTLY

- 01 Rolling out a new ToV across email, push and in-app for Too Good To Go
- 02 Creating a series of landing pages for Times Higher Education
- 03 Developing CRM emails for Financial Times Pro
- 04 Writing the reveal script for a new supercar

- 05 Generating social for a wind energy company
- 06 Producing regular web content for a global spirits brand
- 07 Supporting strategy and brand dev for a global automation player
- 08 Thinking up another synonym for 'writing'

A FEW BRANDS I'VE WORKED ON

Rolls-Royce • Audi • JLR • M&S • Tesco • Credit Suisse • HSBC • NetJets • BlackBerry • EA • Heineken • Sony • Nokia • Mercedes • Arsenal • Optimizely

...and thirty-odd more, from Pot Noodle to the Arab Business Report.

My career: from old school *to AI*

AUG 2008 – PRESENT

Freelance Copywriter

Agencies have included Imagination, JWT, Geometry, Amplify, TribalDDB, Iris, RPM, Initials, G2 Joshua and JPMH, often running projects as well as working on them. These days I deal directly with clients, though I still regularly work with Imagination, MGA, and a number of video production houses.

JUN 2007 – AUG 2008

Senior Copywriter, GT

Partnered with an art director as lead team on Audi: award-winning banners, sites and films, plus mentoring junior teams. GT was Revolution's Agency of the Year 2008. Not all down to me, but I'll take some credit.

MAR 2006 – JUN 2007

Head of Copy, JPMH Ltd.

Led integrated pan-European campaigns across TV, print, web and film. Helped JPMH become lead European digital/BTL agency for BlackBerry and Nestlé Purina.

SEP 2005 – MAR 2006

Freelance Copywriter

Agencies: Dare, The Team, Proximity London, Rufus Leonard, Tonic Design. Brands: NetJets, EDF, Barclays, BlackBerry, Citigroup, 3M.

MAY 2003 – SEP 2005

Head of Copy, Lloyds TSB

Built a high-quality central creative agency to pitch against roster agencies for Lloyds TSB, Goldfish and Scottish Widows, across print, branding, online marketing and web.

1996 – 2002

Earlier career

Deputy CD, Ignition Claydon Heeley; Copywriter, TEAM LGM; Copywriter, Noise!/Electronic Arts (pan-European PlayStation & Nintendo advertising); journalist and freelance copywriter in Brussels. Clients included Warner, Mercedes, Foster's, Canon, Cadbury Schweppes and Sainsbury's.

SELECTED AWARDS

Gold, Best Communication of Change: ICE Awards

Excellence, Best Relaunched Channel: IoIC

Gold Medal, International Advertising Competition: Golden Award of Montreux

2x Gold, WorldMediaFestival Intermedia

Gold & Grand Prix, Belgian Corporate Video Festival

People's Voice Award, The Webby Awards

Silver Dolphin, Cannes Corporate Film Festival

EDUCATION

University of Aston, Birmingham

1991 – 1995

Gentleman's degree in French and Business Administration. 1993–1994 spent at the University of Rouen, France.

“Mark has the built-in ability to just ‘click’ into place. Whenever, whatever and with whoever, he just makes things happen quickly and pretty damn well. He’s been dropped into projects I’m working on with the toughest of clients and briefs and within minutes we’re in a new direction making headway.”

Richard Morgan, Digital Design Director, Geometry, London