



## COPYWRITER

### YOU ARE THE VOICE OF A BRAND.

You come up with ideas across all mediums and media channels that will make that brand better. Then you wordsmith and craft those ideas into pieces of communication that have to be *meaningful* and *provocative* to an audience that wants nothing to do with you.

### Skills



Good writing skills are essential



Creative and strategic thinking and writing



Good presenter and communicator



You have to be able to think on your feet and solve problems



You have to be able to argue and debate to defend your ideas



Ability to take criticism well



You have to be able to develop and maintain business relationships with clients



Good work ethic

---

## How to get into the Industry

You could build your own portfolio of work via AWARD or another advertising school

Proactively seek opportunities with agencies

Intern in any role within an agency that you like

Work on as many briefs as you can and submit your work and ideas to the Creative Director until you find a way in

Be persistent - it is competitive but try as many agencies as you can

---

## Relevant Courses or Experience

Gain experience working on briefs

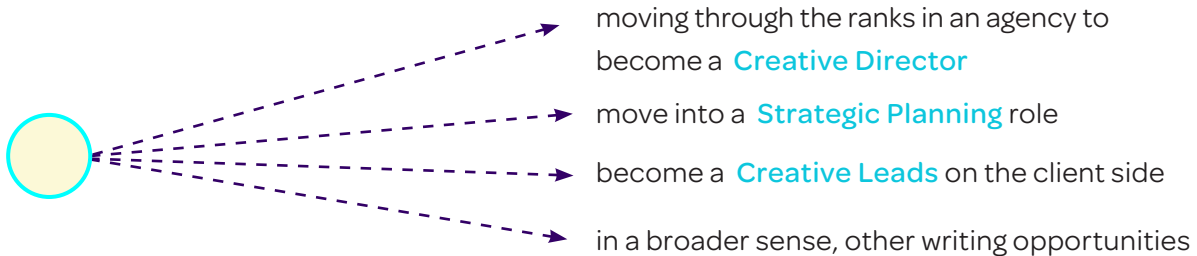
AWARD School is recognised as the industry standard

A degree - Communications is a good option to give you a higher grasp of media and culture as well as communications and the philosophy behind it

---

## Career Pathways

As a Copywriter career progression options may include:



---

## Insights



**Piero Ruzzene**  
Copywriter  
Saatchi & Saatchi

Highlights of the role



*There's nothing better than going from brief to brand campaign; to be able to solve a business problem then see that solution go all the way through the idea phase, through to production, through to then seeing it out in the real world. Another highlight is getting to work with truly incredible creative minds. In my role I've met world-class directors, photographers, artists, illustrators and actors who collaborate and converse with you like an equal.*

*It's humbling and really inspiring.*

Challenges in the role



*Constant rejection. You work in an industry of opinions, so what you think is right and bang on will many times be thought of as wrong or 'off brief' to someone else's mind. This is purely subjective and comes down to the taste of others, both in the agency and on the client side.*

*You have to have thick skin.*



## TOP TIPS

Find a mentor to provide *guidance*  
Have a support network as paid work may take time to establish

---