

Andy Bird

Curriculum Vitae

Profile

I'm a B2B marketing copywriter specialising in the tech sector, with over 20 years' experience as a senior creative, writer and strategist.

Employment history

Freelance Copywriter

[October 2021 – present](#)

I work with leading B2B marketing agencies to create assets for B2B vendors and resellers, including Vodafone, Microsoft, Johnson Controls, Softcat and Ultima.

Content Marketing Manager at StarLeaf

[September 2020 – October 2021](#)

StarLeaf was a SaaS video conferencing service headquartered in the UK.

- Lead content writer for all StarLeaf marcomms, including web, integrated digital campaigns, case studies, blogging and social, brand messaging and pillars.
- Responsible for StarLeaf's messaging as the company repositioned from a hardware into a SaaS vendor, and for a significant new product launch in 2021.

Senior Copywriter at April Six

[March 2008 – present](#)

April Six is one of the world's top 10* international B2B marcomms agencies.

- Lead copywriter on flagship accounts including AMD, Symantec, VMware, O2, Microsoft, Canon, Atos, Sopra Steria, CA and HP.
- Concepting and writing integrated content marketing campaigns and tactical assets
- Quickly mastering complex technical propositions across a wide range of technology markets and categories (hardware, software, services, CSPs/MSPs, channel etc.)
- Working with clients to understand and pinpoint their goals, then helping define the campaigns and/or assets that will best deliver against their objectives.

Project Director at Industry Direct Limited (IDL)

[September 2002 – February 2008](#)

IDL is an analyst and marketing consultancy that works with IBM and its channel.

- I was responsible for delivering global market research, direct marketing and thought leadership projects for IBM and various GSIs, ISVs, resellers and distis.
- Project management responsibilities included project planning, coordinating a large roster of outsource providers and agencies, and hitting deadlines.
- Strategic tasks included writing research questionnaires for specific industries and in relation to a variety of technology propositions, presenting results to clients, then writing thought leadership papers based on survey data.

Pre-2002, I worked in B2B and B2C media planning and buying for several London media agencies, including AMD (part of Chime Communications) and Adventis Group.

Education

BA Hons (2.1), English and American Literature, The University of Kent at Canterbury.

Personal details

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Contact details

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D-O-B

10th January 1970

Nationality

British

Portfolio

www.andybirdcopy.com

Creative and writing skills

Concepting/ideation

Brands/rebrands

Pitches/presentations

Channel and internal campaigns

Long copy: (eBooks, newsletters, PPTs, brochures, white papers, TM scripts)

Short copy (Infographics, AAGs, solution briefs, POS)

Digital copy (websites, microsites, social, banners, blogs, sales tools, animations)

Writing for MA engines and content funnels

* B2B Marketing USA Agencies Benchmarking Report 2020