

Andy Bird

Curriculum Vitae

Profile

I help marketing agencies and businesses turn complex technical topics into clear communications that stand out and inspire action. With 20+ years' agency and vendor experience, I've written on everything from cybersecurity to telcos and networks – targeting global audiences from SMEs to enterprises in the public and private sectors. Clients like working with me because I'm constructive, collaborative and ultra-reliable.

Experience

Freelance copywriter

October 2021 – present

I work with B2B marketing agencies to create copy and assets for some of the world's best-known B2B brands, including Vodafone Business, AWS, PwC and Capgemini.

- Huge variety of freelance assignments writing everything from social posts to integrated campaigns, quickly picking up complex briefs and delivering to deadlines.

Content Marketing Manager at StarLeaf

September 2020 – October 2021

StarLeaf was a global video conferencing startup headquartered in the UK.

- Lead writer for StarLeaf marcomms, including integrated campaigns, national/regional/sector campaigns, content marketing and global websites.
- Responsible for developing propositions and branding as the company repositioned from a hardware and software vendor into a SaaS service during the pandemic.

Senior Copywriter at April Six

March 2008 – September 2020

April Six (now Marketbridge) was a top 10* international B2B marcomms agency and B2B Marketing's Marketing Communications Agency of the Year in 2015.

- Lead writer for key accounts including AMD, O2 Business, Symantec, CyberArk, VMware, Microsoft, Canon, CA, HP, and an award-winning campaign for Lenovo.
- Co-developed concepts that helped the agency win numerous pitches.
- Lead writer on AMD's EPYC launch campaign that led to AMD successfully disrupting Intel's market dominance in server and datacentre processors.

Project Director at Industry Direct Limited (IDL)

September 2002 – February 2008

IDL was an analyst and marketing consultancy that worked with IBM and its channel.

- Responsible for delivering global market research, direct marketing and thought leadership projects for IBM and its global partners (SIs, ISVs, resellers and distis).
- Progressed from Project Manager to Director where I managed a team of five.

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, University of Kent.

Capabilities

Concepts and ideation

Product and marketing messaging, value props, messaging houses

Thought leadership, sales tools, brochures, white papers

eBooks and interactive formats incl. Foleon, Turtl etc.

Infographics, solution briefs, events and POS

Websites, microsites, socials, blogs, scripts

Writing for MA and content funnels, nurture campaigns

Brands/rebrands/ToV

Global, channel and internal campaigns

Channel activation & enablement

RFP/RFI submissions

ABMs/DBMs

Content/campaign strategy and planning

Editing/sanity checking AI content

Comfortable presenting work, interviewing subject matter experts etc.

* B2B Marketing USA Agencies Benchmarking Report 2020