

# JAMES LEADLEY

Copywriting · Communications · Creative

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A seasoned storyteller with 9+ years' copywriting experience, and well-honed communications, media relations and employer branding skills. Self-driven and adaptable, I can lead a team, work in a unit or perform as an individual contributor. I pride myself on an eye for detail, quickly mastering tone and delivering thought-provoking concepts.

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## Booking.com

### Communications Manager - Sustainability

*Mar 2020 to present*

- Crafting the corporate narrative for climate change and sustainable travel.
- Lead internal communications, growing engagement and understanding of the corporate sustainability strategy.
- Continuously developing and improving Booking.com's sustainability website and editorial output.
- Programme lead for the company's employee sustainability community.
- Created first-ever climate change awareness campaign for employees.

### Employer Brand Copywriter & Content Lead

*May 2017 to Mar 2020*

- Lead content strategy and execution for social channels (Instagram and LinkedIn).
  - Concepted and scripted talent acquisition campaigns, with a focus on storytelling.
  - Created the company's first podcast series, interviewing leaders from across business.
  - Designed and crafted short-form social and long-form editorial pieces.
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## PHMG

### Copy Manager

*Oct 2017 to May 2017*

- Developed onboarding toolkit and training for junior copywriters.
- Oversaw craft development for graduate writers.
- Led client pitches and managed key accounts.

- Supported Head of Copy with recruitment and people management.

### **Senior Copywriter and Team Lead**

*Oct 2014 to Oct 2017*

- Lead copywriter, handling key accounts (including Heineken, Leica, Adidas).
- Managed a team of six copywriters, overseeing their ongoing development.
- Script writing for digital, radio, TV and on-hold marketing channels.
- Blog writer and editor.
- Email marketing campaign lead writer.

### **Copywriter**

*Aug 2012 to Oct 2014*

- Script, digital, editorial copywriting.
  - Email marketing writer.
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### **Creative Skillset**

- Long and short-form copy for digital and print
- Campaign strategy and concepting
- Tone of Voice creation
- Pitch deck creation
- Blog editorial
- Podcast creation/hosting
- Video content creation/scriptwriting
- Social media/always on content (concept & creation)
- Proofreading

## **Education**

### **Lancaster University**

*2006 to 2009*

English Literature and Creative Writing

BA Honours degree (2.1)

*Portfolio and references available upon request*