

Bruce Finch: Copywriter

PROFILE

As Creative Director at a number of agencies and as Senior Copywriter for Success Resources Australia (SRA) I have been the creative head of teams that routinely smash KPIs...

SRA milestones include:

- Response to digital campaign for 'Business Squared 2017' in Bri, Mel and Syd, headlined by Gary Vaynerchuk, led to increased capacity needs in all 3 city venues
- Exceeded conversion goals by 220% for NAC May 2018, achieved via online banners, targeted social media and database edms
- Venues sold out ahead of schedule for NAC World Tour, headlined by Gary Vaynerchuk - over 15,000 tickets in AU/NZ leg Aug 2019
- Marketing Team saw 30+% YOY growth across all conversion metrics including revenue, conversions, media efficiency and community growth

My general accomplishments include:

- **Extensive background covering ATL/BTL** - from FMCG to automotive to financial services – from retail to content
- **Written for every media form** - at SRA that meant every web page, email, DM piece, press, outdoor, TV & radio ad, online banner, SMS, blog, web video, brochure, client retention scheme and more
- Have established the 'voice' of many organisations
- Have never chased awards but picked up a couple along the way

CONTACT

0412 560 330
brucefinch@rocketmail.com
27 Hill Street
Leichhardt NSW 2040
Australia

WORK EXAMPLES

www.brucefinch.com

SOCIAL

 [linkedin.com/in/bruce-finch-b846b431](https://www.linkedin.com/in/bruce-finch-b846b431)

 [facebook.com/bruce.finch.54](https://www.facebook.com/bruce.finch.54)

 twitter.com/trouserbonanza

EDUCATION

Certificate in Graphic Design
Christchurch Polytechnic

INTERESTS

Cycling, movies, cryptic crosswords...
that sounds pretty lame, doesn't it?
Ah... exploring the cave of the unknown

HISTORY

AUSTRALIA

- 20 – 21 **Freelance/Contractor**
Diverse range of global clients, currently contract writer for UK-based startup, RightVert
- 08 - 19 **Success Resources Australia, Copywriter**
Success Resources is the world's most successful promoter of professional and personal development programs
Over my 12-year tenure their Marketing Team saw data-driven, year on year growth in community, conversions and revenue
- 06 - 08 **AMBA Communications, Creative Director**
BIG4 Holiday Parks, Hitachi, Macquarie Bank, Mitsubishi Electric & more
- 98 - 06 **Finlay Preece Alliance, Creative Director**
Chocolate and steel, shopping centres and camping shows but mostly... Subaru
- 98 **Euro RSCG, Creative Group Head**
Coca Cola

- 94 - 97 **The Creative Partnership, Art Director**
Arnott's, Bayer, Cerebos, Colgate Palmolive, Dairy Farmers, Darling Harbour, HPA, I & J Foods, Kelloggs, Maggi, Sydney Marketing Authority, Unilever
- 91 - 93 **Out to Launch, Art Director**
Arnotts, Nestle, Unifoods
- 89 - 91 **Marketing Works, Art Director**
Australia Bank, Barclays Visa, Bayer, Manchester Unity

UNITED KINGDOM

- 87 - 89 **Admast, Creative Director**
Company Menswear, Norway Shipping Line, Scottish & Newcastle Breweries

AUSTRALIA

- 86 - 87 **Yared Perry Dimension, Art Director**
BNP, Schering, Wella