

Sheldrick Creative

Andrew Sheldrick / Freelance Conceptual Copywriter

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I'll keep it quick

Hi, I'm Andrew. I'm a freelance copywriter with 15+ years of award-winning apostrophe experience. Whether coming up with concepts, crafting considered content or simply helping to clear the creative decks, I'd love to help you out. I pride myself on being able to grasp briefs quickly, whilst always applying sound strategic thinking and good old-fashioned common sense. And while I play well with others, I'm equally happy working independently.

Agencies I've helped out

8848 / Active Matter / Alive! / Bluflame / Clevercherry / eg+ Worldwide / Fluid / Giants and Titans / Green Room Retail / Geely Design UK / Greensquare / Key Parker / NEC Group / Oliver / Palmer Hargreaves / Pure Leisure Marketing / LHM / Rave Communications / RBH / Spark44 / Team ITG / Wyatt / ZeroOne.

Clients I've worked on

Amey / Avis / B&Q / Baxi / Bentley Motors / Birmingham Airport / Blackheath / British Gas / Bugatti / Chiltern Railways / Goodyear Dunlop / HiQ / House of Fraser / Jaguar Land Rover / Lafarge Tarmac / Lee Longlands / MAN Bus & Trucks / NEC Group / Mercedes / Remeha / Severn Trent / ŠKODA / Spirit Health Clubs / S-RM / Telford Shopping Centre / The Vox / Vaillant.

A few gongs I've grabbed

Roses Awards / Fresh Digital Awards / Cream Awards / Fresh Awards / Adshel Design Awards / YCN Awards.

In a previous life

Connect Group (Now Team ITG)

Senior Copywriter, June 2010 - July 2014

I joined Connect on a permanent basis in June following a successful freelancing stint. During this time I worked principally on their Bentley, Chiltern Railways, HiQ and Remeha accounts, working in close partnership with numerous art directors. This position also allowed me to enhance my digital knowledge by working closely alongside Connect's whip-smart UX and UI team.

Freelance

Copywriter, Oct 2009 - June 2010

Dipped my toes in the freelance pool as a means to meet new agencies in the Midlands and keep the wolf from the door.

WAA

Copywriter, 2005 - Sept 2009

Joining from university, I worked at WAA for over four years working principally as the agency's only copywriter. During this time I worked on almost all of the agency's accounts and pitches - everything from retail and leisure through to the financial and insurance sectors - producing work that both engaged and generated results.

Education

BIAD, University of Central England

2001-2004

BA(Hons) Visual Communication (First Class)

Sutton Coldfield College

2000-2001

National Diploma in Art and Design (Distinction)

Wilnecote High School

1996-2000

3 A-Levels (A-B) / 9 GCSEs (A*-C)