

## Alan Black

## Curriculum Vitae

### Career

**April 1998 – present**

*Freelance Web Copywriter – Blackad – Glasgow, Scotland*

I specialise in writing and conceptualising for new media. Agency clients include Arc, Alchemy Digital, Graphic Partners, Green Parka, Brilliant, BD-NTWK, Navy Blue, MMI, Search and Stand. Projects include Abbey, Anadin, Airmiles, Centrum, Smirnoff, Carlsberg, Miller Genuine Draft, The Daily Telegraph, Highland Spring, Scottish Enterprise and Matthew Algie.

**May 2000 – May 2002**

*Creative Director, TMP Worldwide Scotland – Glasgow,*

I was hired to raise the standard of creativity within the existing creative team. After I joined, Glasgow became one of only four creative “hubs” in the UK – regarded as centres of creative excellence. Accounts include ScottishPower, Agilent and talentscotland.com. I also won four major awards.

**March 1999 – May 2000**

*Head of Creative, Barkers Scotland – Glasgow*

During this time the team had grown from just myself to four – all hired and trained by me. When I left, Barkers was regarded as the Scottish marker-leader in creative recruitment advertising.

**April 1996 – March 1999**

*Copywriter, Barkers Scotland – Glasgow,*

I was hired to kick-start the company’s first ever creative team. Accounts included Standard Life, Scottish Widows, Hewlett-Packard, Motorola and ntl.

**January 1995 – April 1996**

*Copywriter, Barkers London*

I was hired as creative assistant, but wrote copy from the minute I started – being promoted to trainee writer (and then fully-fledged copywriter) within six months. Accounts included Metropolitan Police, Prudential, Coopers & Lybrand and Dixons.

**1992 – 1993**

*Freelance Journalist and Sub-Editor, M8 magazine*

## Education

1990 – 1994

*Strathclyde University*

BA (Hons) in Psychology – 2:1

English to Ordinary degree level

President of Psychology Society

## Awards

1996

Winner – IPA/IPD ‘Best Commercial Sector Colour’

1997

Finalist – IPA/IPD ‘Best Written’

1999

Finalist – RAD - ‘Best Local Government’

2000

Finalist – Guardian Grand Prix “Best Poster”

2000

Winner – MEN ‘Best IT’

2001

Winner – MEN ‘Best Visual Impact’

2001

Winner – Scottish Cream ‘Best Recruitment Ad’

2001

Winner – Herald “Best Public Sector”

2002

Winner – Scottish Cream ‘Best Recruitment Ad’

## Skills

Windows 3.x, 95, 98, NT 4 and XP Professional

Mac OS X

Office – especially Word, PowerPoint and Access

Web content management packages

Highly experienced presenter

Clean driving licence

## Interests

Reading

Julian Barnes to Philip Roth to John Simmons

Music and hi-fi

Loud music played on stupidly over-priced equipment

## Contact details

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