

Ilana Salem
Folio: Ilanasalem.com
London

About Me

An ideas-aholic, conceptual thinker who writes persuasive and compelling copy that sings off the page. Proven track record writing for London's top ad agencies and blue chip clients. Lively and buzzy with excellent communication skills.

Areas of expertise

TV and Radio, Press, DM, CRM, Naming Brands, NPD, Social media, Digital, Tweets, Blogs, Press releases and Articles, concept work.

Freelance

2015 – Current

Agencies: J.Walter Thompson, Saatchi & Saatchi Healthcare, DDB Remedy, CDM London, Sapient Nitro, Stafford Long, Penna HR, Baber Smith, Oliver Sweeney, Table 19.

Accounts: Bepanthen Skincare, Intercontinental Hotel Group, Merck (IVF), Lifescan Diabetes, Fertility Duo, Bayer, Sky, Oliver Sweeney, Sainsbury's Tu, Lambeth Council, Ashurst Law firm, Heronslea Property Developers, Bridgman Garden Furniture.

Joint Creative Director

VCCP Blue

2013 – 2015

Asda

- Headhunted as Joint Creative Director (with Janetta Lewin) to run newly won £100 million Asda account
- Create and oversee all work including TV, Press, Outdoor and Digital
- To create a brand personality and tone of voice that communicates Asda's key proposition
- Manage 6 creative teams including mentoring junior and placement teams

Consultant Head of Copy

Talk Talk

2012 – 2013

To advise TalkTalk on all brand communication but particularly to help retain customers. Employed to de-jargonise all 'techy' copy to be consumer friendly and to prevent churn

Owner of Lost 4 Words

2009 – 2012

Concept work for Press, Name generation, Ideation, Direct Mail, Web & Blogs

Accounts: Lavazza, Dunhumby (Tesco), Brand Dynamics (Glaxo Smith Kline), Lambie Nairn, Lunar BBDO, 'Chew' Bubbletea, Stirling Rice Group (USA), Marks & Spencer, The National Hospital of Neurosurgery, RNIB, Robert Dyas, Ideo, Alex Silver PR

Joint Creative Head **AMV BBDO** **2003 – 2009**

- Headhunted by AMV BBDO due to impressive track record in retail
- Ran Sainsbury's Value press, Quality press, Radio and TV campaigns
- Developed individual concepts and TV/Press campaigns for Bayer Healthcare for brands including Canestan, Feminax, Germolene, Germoloids & Athlete's Foot

Accounts: Sainsbury's, Bayer, Homebase, Henkel, COI Department of Health, Gillette, Knight Frank, BAA

Freelance Senior Creative Team **2000 – 2003**

Agencies: M&C Saatch, Lida, Finex, McCanns, BBC Magazines, Burton Group

Accounts: Curry's, O2, Diageo, National Blood Service, Andersen Consulting, Birds Eye, Dorothy Perkins

Joint Creative Head **Leo Burnett** **1997 – 2000**

- Hired by Leo Burnett with Janetta Lewin as Joint creative Heads to run their first ever Direct Mail division for their Kellogg's account

Accounts: Kellogg's CRM Programme, Norwegian Tourist Board, Heathrow Express

Freelance Senior Copywriter **1995 – 2000**

Accounts: BHS, The Burton Group and Marks & Spencer: creating ads and brand names for womenswear products including 'Footglove'

Freelance Copywriter **Grey Advertising** **1993 – 1995**

Accounts: United Emirates, Autoglass, Pilkington Glass, Texas Homecare

Previous career history

Copywriting roles for Debenhams, The Burton Group, Craton Lodge & Knight, Brunning Advertising and J.WalterThompson

Glory moments

- Wrote Meg Mathews fashion Blog Megsays.com
- Ran an MA module in Advertising for University of Westminster
- Fundraising & Charity work for National Hospital of Neurosurgery
- Stand up Comedy and Improvisation
- Mum of two sons