



benjitaylorcreative.com  
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ESP +34 623032862  
UK +44 07905115934

Pitch wins  
**BNY Mellon**  
**Brugal**  
**Mercedes Benz Vans**  
**Sony**  
**Water Aid**  
**William Hill**

Pharmaceutical Pitch Wins  
**General Electric: GE - Tech**  
**Roche - Haematology**  
**Sanofi - Pain relief**  
**Shionogi - Women's health**

Awards  
**Campaign BIG award X 2**  
**D&AD Nomination**  
**Cannes Health Lion Bronze**  
**Featured in CR Annual X 2**  
**Creative Showcase Award X 2**  
**Gold DMA award X 2**  
**Silver DMA award**  
**IAB Grand Prix Award**  
**One Show Merit**  
**Vodafone Creative Award**  
**Webby Award Winner**  
**Webby Award Nomination**

# Benji Taylor

Your English Copywriter in Barcelona

## Profile

**Hello. I'm a senior freelance Copywriter, Content Creator and Creative Director with over 18 years' experience.**

With a background in renowned agencies and global freelancing, I combine strategic thinking with creative messaging to deliver standout work. I focus on understanding audiences, translating brand visions with compelling narratives, and achieving results that exceed expectations. I also have a long history in mentoring emerging talent through university teaching and online platforms.



## Experience

Since 2005, I have collaborated with top agencies and brands worldwide, developing campaigns across multiple disciplines. My freelance journey began in 2011, allowing me to work on a diverse range of projects, from global brand campaigns to content strategies, all while honing my ability to deliver high-impact creative work under tight deadlines and budgets.

## Skills

**Copywriting & Concepting:** Developing strategic, engaging narratives and concepts for digital, print, and broadcast media; crafting compelling brand stories, defining tone of voice, and creating content strategies that engage and inspire audiences.

**Mentoring & Training:** Over a decade of teaching copywriting, creative thinking, and conceptual skills at universities and through private coaching across Europe and online.

## Education

**Central Saint Martins the University of the Arts London**  
**BA (HONS) Graphic Design 2002-2006**

Where I developed a strong foundation in visual storytelling and creative problem-solving, fuelling my passion for advertising and branding.

## Recommendations

***"His writing is not only clever and engaging but also highly strategic."***

Julia Navarro Beneria, Project Manager, BIG IDEA ADVERTISING, NY

***"He's been a brilliant collaborator throughout."***

***He's quick, clever, and incredibly creative."***

Beatriz Ferre, Brand and Content Manager, SATORISAN SHOES, SPAIN

***"Benji provides an invaluable creative presence to any project."***

Simon Long, Global Executive Creative Director, IMA LONDON



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## Agency List

ALT / TTL	Digital / Social / Innovation	Healthcare / Pharmaceutical
<b>Brand Engagement</b>	<b>Collinson</b>	<b>Cognite</b>
<i>(now Wonderworks)</i>	<b>Cubaka</b>	<b>DDB Remedy</b>
<b>DDB London</b>	<b>Dare</b> *Fulltime	<b>ghg London</b>
<i>(now Adam &amp; Eve)</i> *Fulltime	<b>Futerra</b>	<i>(now Wunderman</i>
<b>DUDE Milan</b>	<b>ON&amp;ON Barcelona</b>	<i>Thompson Health)</i> *Fulltime
<b>Euro RSCG London</b>	<b>RAPP</b>	<b>Havas Lynx</b>
<i>(now Havas WW)</i>	<b>The Story Lab</b>	<b>Ogilvy Health UK</b>
<b>FP7 Dubai</b>	<b>Tribal DDB London</b>	<b>Publicis Health</b>
<i>(part of the McCann</i>	<b>VCCP Share</b>	<b>Syneos Health London,</b>
<i>world group)</i>	<b>?What If!</b>	<b>Paris &amp; Ohio</b>
<b>Geometry</b>	<b>XS2 Amsterdam</b>	<b>TVF Communications</b>
<b>Golley Slater</b>		
<b>Gyro London</b>		
<b>Team Hamlet, Barcelona</b>		
<b>JWT London</b>		
<b>Le Dictateur Milan</b>		
<b>Momentum Worldwide</b>		
<b>Mullen Lowe Abu Dhabi</b>		
<b>RP2</b>		
<b>Shackleton Group Spain</b>		
<b>Team Hamlet Barcelona</b>		
<b>VCCP</b>		
<b>Wò Studio, Barcelona</b>		

## Lecturing

Associate Lecturer	Senior Associate Lecturer	Senior Associate Lecturer
<b>University of the Arts</b>	<b>The University for</b>	<b>Ravensbourne</b>
<b>London</b>	<b>the Creative Arts</b>	January 2013-August 2014
February 2010 - Present	August 2014 - January 2016	

*I have been a visiting lecturer at many other universities across Europe.  
For more information, just ask.*



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## Client list

### Automotive

**Ford**  
**Mercedes Benz Vans**  
**Porsche**  
**VW**

### Education

**Oak House School**  
**Woking High School**

### Electronics

**Energizer**

### Energy/Fuel

**Esso**

### Financial

**Barclays**  
**CMB Monaco**  
**GoCompare**  
**Tescos Bank**  
**BNY Mellon**  
**Mastercard**  
**MeDirect**

### FMCG

**Airwick**  
**Dettol**  
**E45**  
**Cillit Bang**  
**Durex**  
**Gavison**

### Food and Drink

**Actimel**  
**Brugal**  
**Danone for Kids**  
**The Glenrothes**  
**Grants**  
**Harris + Hoole**  
**Irish Distillers**  
**The Macallan**  
**Madori**  
**New Covent Garden Soup**

### Healthcare / Pharma

*(selection - full list on pg.4)*

**AstraZeneca**  
**Bayer**  
**Boehringer Ingelheim**  
**General Electric (GE)**  
**Gilead**  
**Illumina**  
**Medtronic**  
**Noah Compendium**  
**Novo Nordisk**  
**Philips**  
**Pfizer**  
**Roche**  
**Sanofi**  
**Santen**  
**Shionogi**  
**Takeda**  
**WPP Health Practice**

### Home and Garden

**B&Q**

### IT/Telecoms

**Microsoft**  
**O2**  
**Sky for Business**  
**Skype**  
**Telefonica**  
**Telenor**  
**Vodafone**

### Non-Profit

**British Exploring Society**  
**Crohn's and Colitis UK**  
**CRUK**  
**NSPCC**  
**Remember a Charity**  
**Talk to Frank**  
**Tiny Tickers**  
**Unicef**  
**Water Aid**

### Recruitment

**Dare Digital**

### Retail

**Satorisan shoes**

### Services

**Osteopath del Mar**

### Technology

**Accenture**  
**General Electric (GE)**  
**MetaCampus**  
**Philips**  
**Playstation**  
**Sony**  
**Sony Ericsson**

### Tourism

**Meliá Hotels**  
**Tourism Australia**

### Transport

**Abu Dhabi Airport**  
**Star Alliance**  
**Thomas Cook / Condor,**  
**Virgin Trains**



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## Full Pharmaceutical Client List

**Allergan** - Gastroenterology

**AstraZeneca** - Cardiovascular, COVID-19, Haematology

**Bayer** - Cardiovascular, Animal health

**Biocomposites** - Bone healing, Infection management

**Boehringer Ingelheim** - Cardiovascular, Endocrinology

**CRUK** - Oncology

**Eylea** - Ophthalmology

**General Electric: GE** - Cardiovascular

**Gilead** - Hepatology, HIV treatment

**Ilumya** - Dermatology

**Medtronic** - Surgery equipment

**Noah Compendium** - Animal health

**Novo Nordisk** - Haematology

**Philips** - Endocrinology

**Pfizer** - Vaccines, Haematology

**Qutenza** - Pain relief

**Roche** - Haematology \*pitch win

**Sanofi** - Pain relief \*pitch win, Gastrointestinal pain relief, Haematology

**Santen** - Ophthalmology

**Shionogi** - Women's health \*pitch win

**Takeda** - Haematology, Neurology

**UCB** - Rheumatology

**Vertex** - Pulmonology

**WPP Health Practice** - Public health awareness