

JAMES RICHARDSON | COPY | UX CONTENT | BRAND STRATEGY
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An award-winning senior copywriter and UX content designer building brands that cut through and resonate. From naming and tone of voice to global campaigns across sport, fintech, Pharma and FMCG, I use AI for research and rigour — to keep the thinking curious, bold and human.

RECENT HIGHLIGHTS

ROLEX / WPP

Captured the energy and emotion of victory across global TV, print and social campaigns for Rolex sports ambassadors. Distilling moments, creating icons.

FORD / VML

Developed a global email campaign for Ranger and Mustang Mach-E, driving shares, clicks and results through narrative-led storytelling.

KICKBASE / STUDIO ZUR STRASSEN

Consulted on a full rebrand, shaping a bold new vision, mission and tagline — “Live. Breathe. Football.” — to future-proof the brand and sharpen its personality.

NIKE HOUSE OF INNOVATION PARIS / ACCEPT & PROCEED

Created in-store and OOH concepts inspired by Nike’s Move to Zero initiative, translating sustainability into purpose-led ideas with cultural, site-specific relevance.

TRAIT / STUDIO ZUR STRASSEN

Repositioned a digital training app around personal traits. Led renaming, voice and all content creation to create a more human, motivational brand.

NIKE BLOK 70 / ACCEPT & PROCEED

Contributed copy and concepts for Nike’s basketball court built from 20,000 up-cycled sneakers — celebrating circular design through community and culture.

ENDEL / BCGX

Developed copy, naming and comms for a digital wellness app with BCGX and Universal Music, balancing innovation, accessibility and emotional clarity.

RECENT EXPERIENCE

HOGARTH WORLDWIDE, LONDON (2023-2024) — Senior Copywriter | Client: ROLEX

Senior copywriter on high-craft global campaigns for Rolex sports ambassadors. Turned moments of victory into precise, emotional storytelling across TV, print and social.

Partnered with international teams to deliver best-in-class creative at speed.

STUDIO ZUR STRASSEN, MUNICH (2024) — Consultant Copywriter | Client: KICKBASE

Brought in to help reposition a fast-growing platform through brand and voice. Led a full rebrand, including vision, mission and tagline — “Live. Breathe. Football.” Delivered launch film scripts, web content and social activations.

ACCEPT & PROCEED, LONDON (2019-2023) — Senior Copywriter | Brand Strategist

Clients: NIKE, SOUNDCLOUD, CHELSEA FC, ECB, ARRIVAL, RAPHA

Shaping culturally driven ideas across sport and sustainability. Developed campaigns for film, OOH, digital and experiential, plus tone of voice systems and launch content.

Used AI-assisted research to validate thinking and sharpen creative decisions.

BT BUSINESS / EPAM (2020-2022) — Senior UX Copywriter

Reworked complex propositions into clear, human journeys across web and app. Led content simplification, UX writing and SEO-driven optimisation. Partnered with UX/UI teams to test, refine and improve performance.

OGILVY, LONDON (2015-2016 & 2019) — Senior Copywriter

Clients: BT & BT SPORT, POST OFFICE, BA, BOOTS

Built integrated campaigns, email programmes and branded editorial across consumer and B2B. Defined a new tone of voice for the Post Office. Delivered major product launches for Boots and BA, plus broadcast and long-form editorial for BT TV customers.

J&J / DDB REMEDY (2017-2019) — Senior Copywriter

Led global campaigns for Lifescan within J&J's diabetes portfolio. Created B2C and B2B content that informed, engaged and performed. Scripted the global launch film for Lifescan's new OneTouch product.

Other projects include: JUST EAT, IHG, COCA-COLA. Available on request.