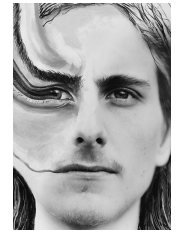


Copywriter, Creative & Marketing Specialist



Meet Finn

■ Finn Astle searches fearlessly for exceptional answers for businesses and brands.

A **creative marketing specialist and copywriter with six years of agency experience**. I'm seeking full-time opportunities in the digital or marketing sector. Passionate about industry trends and making a positive impact, I'm ready to take the next step in my career.

Qualifications & Awards

Bachelor's Degree in Communication, RMIT,
Distinction 2015-2018

Bachelor's Degree in Fine Art, VCA, *National Selection* 2013-15

VCE, Xavier College, 97.5/100,
Top 2.5% of Victoria 2012-2013

B&T's 30 Under 30 *Creative Award*

Tertiary Arts Grant - 2018 - Best 3D Work

Young Lions - 2016 - Shortlisted

D&Ad - 2016 - Shortlisted

Competencies

- Marketing Software
- Web & E-Mail Design
- Digital & Print Design Software
- SEO & SEM Tools
- Chat GPT & AI enhancement
- Professional Communication Skills
- Lead Client & Stakeholder Meetings
- Implement New Ways of Working
- Collaboratively Run Idea Workshops
- Sociology & Psychology
- Artistic & Creative

Key Skills

- Communication at a casual and professional level
- Inclusivity in teams and collaborative ways of working
- Technical Literacy and proficiency on the tools (Trained in Figma, Digital Design, Adobe Suite)
- Managing and leading overseas teams to implement strategies
- Strategic and creative thinking for consumer or business problems
- A dynamic and passionate learner and leader in the industry
- Logic and data-driven creative decision making

Professional Experience

FREELANCE

COPYWRITER & MARKETING CONSULTANT 2017-25

- Exceedingly great client relations to deliver effective marketing solutions.
- Products and clients across all verticals.
- Executing creative direction, branding and content creation.

BIG RED COMMUNICATIONS 2023

SENIOR COPYWRITER

- Lead copywriter for legacy business AGL's marketing objectives.
- Client-facing creative presentations and workshops (Youi, Afterpay, AGL).
- On set direction and TVC production.

SEMINAL AI

CONTENT STRATEGIST & COPYWRITER 2022-23

- Content strategy for launching a startup.
- Managing oan verseas team.
- Developing article, product and marketing content.

CHEP NETWORK

CREATIVE & COPYWRITER 2021-22

- Major TVC production and assistance on-set.
- Leading stakeholder presentations with compelling ideas.
- Digital, print and television copywriting for a range of clients, incl. Telstra, 7-Eleven and Flybuys.

DEEPEND & VERSA AGENCY

COPYWRITER & DIGITAL CREATIVE 2017-21

- Long and short form content for websites, chatbots and applications.
- Collaboration between development, production and client teams.
- Technical strategy (CRM, CMS, SEO).

■ Finn Astle is currently searching fearlessly for exceptional answers with an independent Melbourne agency writing across the world, for government, education and web hosting.

Experience Continued

Proficiencies

Copywriting

Writing is in Finn's blood. From a published father of fiction and a non-fiction publishing mother, balanced. Clear, concise, correct. Always driven by a creative spirit.

Branding

Helping brands find their voice through design and writing. Delivering overarching branding presentations and manifestos for small businesses, as well as new products.

Strategy

Schooled by Creative & Strategy Directors alongside Agency Owners. Finn balances creative thinking in strategic reasoning to express ideas that feel just as fun or fearless as they are effective.

Content Design

Implementing content design for Government websites, large-scale chatbots, app experiences and content campaigns.

Platforms & Campaigns

From Share a Coke, Join the Change or You-Shaped Insurance, a writer for big platforms and nationally recognised campaigns.

Social

A meta native, trained in Snapchat, TikTok and a follower of pop culture and cultural trends. Finn finds the right words for ads and creates ideas that feel native to their home.

References

BIG RED COMMUNICATIONS

Ted Horton (Owner)
Polly Aspinall (Group Account Director)

SEMINAL AI

Olly De Ville Court
(Marketing Manager)

CHEP NETWORK

Magnus Flynn (Creative Partner)
Anni Galgula (Operations Lead)

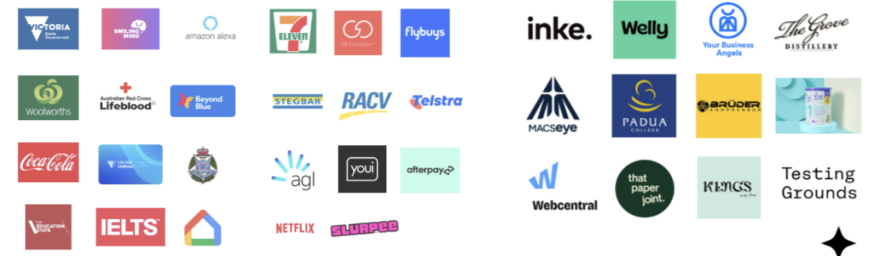
Deepend + VERSA Agency

Andrew Isaac (Creative Director)
Kath Blackham (Owner)

Freelance

Tom Brownie (Digital Agency Owner)
Ursula Lane-Mullins (UX Specialist at NAB)
Nathan Haslewood (Government Project Management)

Clients & Partners



Full service creativity

All creative energy

<Copy/Strat/Content>

Lead writer with Big Red Communications. Crafting campaigns, creative strategies, templates, tone of voice, and so much more. All creative energy with AGL.

1. **Choosing to change.** Communicating change was a full-time job, a legacy company positioning itself for today. AGL's rebrand for the future: Join the change.
2. **Build a brand, then business comes.** Each update is planned through creative strategy; every touchpoint changes with a rebrand, and so too the copy, minute details to customer-facing key messages.
3. **Flexibility for retail.** We balanced our upper-funnel brand messaging with bottom-line retail strategy, communicating change in savings or lifestyle.
4. **Home energy can change with us.** Energy use is changing; for instance, streaming is more common than gas heating. This insight led to a retail spot that can't live without.



5. **Changing plans for the better.** Netflix & AGL combined the energy of a great show with different types of home energy use, amplifying the ridiculousness and dialling it back for offers.
6. **So we can pay less and get Netflix too.** The insight had a little fun with our reliance on streaming, a satirical campaign about life's necessities. It's total dad energy.
7. **All creative energy for AGL.** From campaigns, to creative strategy, to communication templates and tone of voice documentation. It was all creative energy.

[To see more examples of my work in detail, visit my online portfolio >](#)

Wordsmithing + branding

To help a brand speak
<Branding + Creative Direction>

As a freelance copywriter and creative director for small clients, projects sing.

Wellness Smoothies



Transparent packaging.

Health-centric brands need trust. Welly is upcycled fruit + veg in powdered shakes, their production is transparent, and the benefits are apparent. If you're confident, less is more.

100% plants. Nothing else.

A single-minded proposition that didn't hide the minimalism also helped differentiate the child and adult packaging. Welly is five a day, the easy way! Just Rip, Tip, Shake, Sip!

Distillery, Craft Spirits



Hot Cross Rum. The easter spirit! A Hot Cross bun rum with the Grove Distillery, PR, social ads and creative strategy for the Easter-inspired liquor's roll-out.

Spirit of Margaret River.

Margaret River WA, is wine country. It's what creates the spirit at The Grove Distillery. Copy infused with a region.

Ecommerce, Packaging



Send Joy. A brand platform that paired with inke's sustainably designed custom packaging for brands. Like the cultural saying, if something doesn't spark joy, it's probably not worth spending time on!

Sending Joy with Inke

Collaborating with the business owner to convey the brand's story across social media, their website, and product packaging. It was a joy working with inke!

[To see more examples of my work in detail, visit my online portfolio >](#)

 My Process

Searching
fearlessly
for the
answer.

Think blue sky...

We've always seen the sublime in the sky. A step filled with wonder, letting us wander into why. We let the 'how' evolve. Approaching the brief and its requirements, you see all the possibilities in one place, then zooming into single focal points, seeing everything everywhere, all at once.

Truth is a feeling.

So we write down beautiful words for others to read and feel it. We ask 'what's in a name' we 'see the universe in a grain of sand' or we subtly 'don't give a f*ck'. Read between the lines. Foolproof logic unlocks fearless creativity.

Trust in the constant of change

Then to now. From the first day to the final arc, the only constant is change. We hone our craft, let the facts speak for themselves, and plan; freedom from history's repeating. Inspiration is like inner peace, it's just outside our reach (if we're reaching for it). Creative spirit continues fearlessly.

"Writing my future"

From the base camp of Everest. Studies in India. Art in Burma. Short films in Inner Mongolia.

Globetrottingly down-to-earth Finn keeps it real day-to-day but can lead a team if needed.

Finn's a definitive dog person (want to adopt my own), but really, any animal already has Finn's heart.

A true creative spirit, and a true blue sky thinker.

© Finn Astle

Finds cultural truths to create fearless expressions for commercial success

| Last links

| Creative spirit

Film

- [Downpour, Student Project](#)
- [After the Tone, Winner Tertiary Arts Grant](#)
- [Phosphene, Exhibited in Beijing](#)

Writing

- [Rabbit Poetry, Contributor & Artist](#)

Art

- Exhibitions: *Kings Gallery, Testing Grounds, That Paper Joint, Elizabeth Street Space*
- Animation: *Stop Motion, Highlight Reels, Film Editing*
- Volunteering: *Event Promotion, Social Media*

| Big Ideas

Campaigns

- [However you Christmas... Afterpay it](#)
- [Share a Coke... with Alexa](#)
- [Youi insurance, a bit more you-shaped](#)

| Published Writing

Articles

- [Chatbots Save Lives | UX Collective](#)
- [How to say hello | Conversation Design](#)
- [Let the world tell your story | Travel](#)
- [PR Release for Hot Cross Rum](#)
- [Concrete Playground](#)

[Linkedin.](#)

[Website.](#)