



Joss Arnott

Jossarnott@gmail.com
Zurlindenstrasse 190, 8003, Zurich

**A CREATIVE ENGLISH COPYWRITER
(FROM CANADA)**

The Details

Nationality | Canadian

Date of Birth | 19/09/1999

Gender | Male

Languages | English, French
(Intermediate)

B Permit Holder

Get in Touch?

+41 078 236 81 89

What I'm Good At

B2C + B2B Copywriting

SEO Optimization

Email Marketing

Social Media

Brand Communications

Technical writing & re-
search

Editing
& Proofreading

Filmmaking,
Video producing

WHO IS THIS GUY?

Good Question. I'm a copywriter with 5+ years of experience in international advertising agencies. Currently based in Zurich, I work on global luxury campaigns, pitches, and award-driven creative across multiple markets. With a background in filmmaking and journalism, I bring strong narrative craft, strategic thinking, and concept development to integrated campaigns.

WHERE I'VE WORKED

Copywriter

July 2024 – April 2026

Publicis ULABS, Zurich

- Developed & delivered global campaigns across key markets including the US, Germany, Hong Kong, Brazil & Australia, including a high-profile campaign with Roger Federer.
- Wrote insight-driven, strategically grounded copy that achieved 4 billion USD in new net money across UBS wealth management, asset management & investment banking.
- Developed highly crafted, insight-driven headlines, taglines and long-form articles, building out a story rich brand narrative that resonated with high-net-worth individuals globally.

Copywriter

January 2022 – June 2024

Serviceplan Suisse, Zurich

- Created integrated advertising work for international clients including Sika, Barry Callebaut, ABB and FAQYOU.
- Contributed to concept development and execution on award-winning projects such as Antique Tattoos and Update HIV while collaborating closely with art directors, strategists, and producers in a highly concept-driven agency environment.

Staff Writer

November 2019 – May 2021

Capilano Courier, Vancouver

- Developed strong research, interviewing, and storytelling skills under tight deadlines - foundations that continue to inform strategic copywriting work.

WHERE I'VE STUDIED

Bachelor of Motion Picture Arts

Graduated: May 2021

Capilano University, Vancouver

- Learned technical skills and gained real experience in film production, from large-scale Hollywood-style features to commercial shoots, to guerilla filmmaking.

New Screens Experience Programme

Graduated: June 2020

VIA University College, Aarhus

- Developed powerful immersive experiences through AR, VR and XR.

