



Phyllis Foundis

copywriting | pr | direct | editorial | retail | online

R E S U M E



Hello! I'm Phyllis Foundis – a Sydney 'born and bred' writer with 20 years advertising experience. My skills lie in short and long copy, online and off.

In the last 12 years I've worked for some of the world's largest agencies. In **Sydney** for Village Roadshow Direct, Carr Clark Rapp Collins, J.Walter Thompson, Ogilvy & Mather Direct – in **Toronto, Canada** for Leo Burnett – and more recently in **London** as a full-time and freelance writer for agencies including BHWG Proximity, Ping Communications, Brewer Blackler, Redwood Publishing, Publicis•Dialog, Syzygy and the Finex Group – and for direct clients including TKMAXX retail stores and Selfridges.

I've helped create successful, innovative direct mail, radio, press and new media for international brands including, Whiskas, Pampas, Nestlé, Radox, Lever Rexona, Florafoods, Kellogg's, Eli Lilly (manufacturers of Prozac), Citibank, American Express, IBM, Polaroid, Qantas and Sheraton Hotels.

In **Canada** my accounts included, Nintendo, Cadbury's, Heinz, Sears and Absolut Vodka. In **London**: Alliance & Leicester, Barclays, Bird's Eye, BT, BUPA, Eastern Energy, Grattan Catalogues, ASDA, PC World, Red Cross, Dulux, Persil, L'Oreal, Lancome, Mercedes Benz, Citroen, SKY Digital, EPSON, Selfridges Department Store and websites for Thomas Cook Global and Toyota.

Back in **Sydney** my accounts have included: Nutrimerics, Vodafone, NSW Department of Education & Training, Amnesty International, University of Western Sydney, St.Lucy's School, Ecotuitive, St. Spyridon School and more.

I'm available for copywriting and pitch work, large or small. All you need to do is call... **0421 545 805**.

Phyllis Foundis | StarScribe Productions Pty Ltd – *ideas that shine*

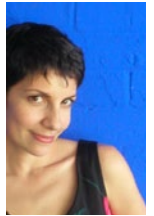
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RESUME



March 2006 – present

- Freelance Copywriter – Sydney

CLIENTS INCLUDE:

- Dept. Education & Training, Procurement
- Nutrimetics
- PowerPR
- Vodafone
- St. Spyridon School
- Reinforced Earth Company
- University of Western Sydney
- Amnesty Int.
- UBI World TV
- Melissa Shoes
- Guthy-Renker
- Ecotuitive
- St. Lucy's School
- Well Natural
- Task Exchange

August 2000 – February 2006

- Freelance Copywriter – London

CLIENTS INCLUDED:

- Barclays
- Lancôme
- Woolwich
- Thomas Cook Travel Mag.
- Alliance & Leicester
- Toyota
- Compaq
- TKMAXX
- Garnier
- Ralph Lauren
- Nationwide
- American Express
- Mazda Website
- Sky Digital
- Selfridges
- Mercedes Benz
- Renault
- L'Oreal
- IAMS Pet Food
- Chello
- Hewlett Packard
- L'Oreal
- Oasis Trust UK

September 1999 – August 2000

- Freelance Copywriter for Barraclough Hall Woolston Gray – London

Dedicated copywriter in the Barclaycard Creative Unit.

CLIENTS INCLUDED:

- Dulux
- LetsButlt.co.uk
- Granada
- Persil
- Barclaycard

October 1998 – September 1999

- Copywriter for Barraclough Hall Woolston Gray – London

CLIENTS INCLUDED:

- Alliance & Leicester
- Bird's Eye
- Eastern Energy
- Thomas Cook
- Barclays Bank
- British Telecom
- Grattan Catalogues
- British Red Cross
- BUPA
- PC World

October 1997 – June 1998

- Freelance copywriter for Leo Burnett – Toronto, Canada

CLIENTS INCLUDED:

- Nintendo
- Sears Department Stores
- Heinz
- Cadbury's
- Absolut Vodka

February – June 1997

- Copywriter for Ogilvy & Mather Direct – Sydney

CLIENTS INCLUDED:

- American Express; press ads, direct mail pieces.
- Qantas; concepts for poster campaign in airports.
- IBM; conceptual ideas, direct mail, event invitations.
- The Sheraton Luxury Collection; direct mail.
- David Jones Department Stores.

December 1996 – January 1997

- Freelance copywriter for J.Walter Thompson – Sydney



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November 1995 – December 1996

- Copywriter for Carr Clark Rapp Collins. CLIENTS INCLUDED:
 - Eli Lilly; Depression Support Programme for Prozac
 - Lever Rexona; Loyalty program for Omomatic including newsletters
 - Kiwi Brands; Loyalty program also including newsletter copy
 - Florafoods; The Frytol MasterFryers Club
 - Nestlé; Nescafé & Andronicus - direct mail for office and trade

February 1995 – October 1995

- Copywriter for Roadshow Direct, a division of Roadshow Television
Worked on entertainment catalogues, collectible and merchandise copy

January 1991 – January 1995

- Copywriter for K&D Bond Direct. CLIENTS INCLUDED:
 - Uncle Ben's; Concepts and loyalty program for Whiskas
 - Pampas Pastry; newsletters and promotional material
 - St. George Bank; promotional brochures/direct mail packs
 - Polaroid; direct mail pieces.

WRITING EXPERIENCE:

- Certificate in Screenwriting and Production at Aust. Film & Television School
- One-woman show – the virgin club – (for the EDINBURGH FESTIVAL 2004)
- Film reviews published in Honi Soit – Sydney University campus paper.
- Entertainment columns published in music newspaper, 3D World.
- Script for Home & Away episode.
- 10 Sample scenes for A Country Practice episode.
- Biography for Power of One to One by Ian Kennedy & Bryce Courtenay.
- 1st draft script of a Seinfeld episode.
- Book reviews for Adyar Bookshop newsletter, 'Book News'
- Writer/Editor for Star News, newsletter for The Starlight Foundation.

SKILLS:

- Adept at meeting tight deadlines and working efficiently under pressure.
- Typing speed 75-85 WPM (accuracy 95%)
- Proof reading.

REFEREES:

Julia Hubbard, Communications Manager, NSW Department of Education and Training ~ 02 9244 5829 ~ julia.hubbard@det.nsw.edu.au

Karel Segers, Script Editor, Director of www.storydepartment.com.au and www.ozzywood.com ~ 0407 955 555 ~ karel@ozzywood.com

Warren Coleman, Screenwriter / Director, Kennedy Miller Mitchell ~ 0411 867 768 ~ warrencoleman@mac.com

Nic Karandonis, CEO, Power PR ~ (02) 9550 1300 ~ nic@powerpr.com.au

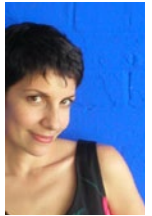
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RESUME

FREELANCE RATES:

- **Daily rate for 3 DAYS OR LESS. \$850 per day**
- **Daily rate for 4 DAYS AND MORE. \$800 per day**

- **Daily rate for WORKING FROM HOME. \$750 per day**
Includes brief in person or via email/phone
and then project completion at home.

- **Hourly rate AT AGENCY/CLIENT OFFICES. \$120 per hr**
- **Hourly rate WORKING FROM HOME \$95 per hr**
Includes brief in person/email/phone
and then project completion at home.
Detailed project Cost Estimates supplied upon request.

NOTES: Prices exclusive of GST. Detailed project Cost Estimates supplied upon request. Extended contracts considered and negotiable. Rates based on a 'normal' 9hr working day. Overtime charged at 1.5 times agreed rate. Payment 30 days. Payments via electronic transfer.

SUMMARY:

- 20 years copywriting experience – across all industry categories and brands – including consumer and business to business.
- Very flexible and quick response time to urgent briefs.
- Confident and friendly client liason and presentation skills at senior levels.
- Extensive project management skills and experience to meet deadlines.
- Concepts and creation of extensive press, direct marketing, online, catalogue and loyalty communications for international brands including: Whiskas, Radox, IBM, Lancome, Mercedes Benz, Qantas, EPSON, Barclays, ASDA, Polaroid, BT, Bird's Eye, Cadbury's, SKY, British Red Cross, Dulux and more.
- Experienced in all aspects of advertising disciplines – from strategies, brainstorming and concepts through to writing, presentation and editing.
- A passion for storytelling on film and 6 years of corporate video production experience including direction, camera and editing.
- Not a primadonna copywriter – life's too short (I save it for the stage).
- Can come complete with graphic designer; over 20 years creative and mac artwork experience. Team rates negotiable. Just ask!.

