



Alastair Dickie

Copywriter, Editor, Sustainability Content Writer

Personal Statement:

Hello, I'm Al. I'm a creative copywriter, editor and sustainability comms specialist. I started my career in a rickety factory in deepest, darkest China, and I've since racked up over a decade's in-house, in-agency and freelance experience. I've worked for tech giants, medical start-ups, creative agencies, humanitarian charities and many more, writing everything from whitepapers to global ad campaigns to brand books for flying cars. Most recently I've worked for Microsoft's sustainability team and studied at the Cambridge University Institute for Sustainability Leadership.

Portfolio:

www.trickydickiecopy.com

Skills:

- Copywriting, editing, content writing and proofreading
- Long-form content, white papers, thought leadership pieces and blog articles
- Conceptual, creative, campaign and advertising ideas
- Brand positioning, strategy, naming and tone of voice
- Video concepts, scriptwriting, storyboards, pitch decks and social media
- Sustainability, impact, ESG and annual report writing

Work History:

Copywriter, Editor & Sustainability Content Writer

Tricky Dickie Copy Ltd, Apr 2017 – Present

- Founded, managed and maintained content and copywriting agency which has run for nearly a decade
- Clients include global technology brands, national airlines, creative agencies and leading UK universities
- Specialisms include copywriting for digital, email, site, online display, print and social content
- Long-form content: responsible for crafting thought leadership pieces, white papers and annual reports
- Areas of specialism include technology, employment, sustainability, climate comms and edtech

Senior Copywriter (Contract)

Microsoft, Sustainability Service Line (SSL), Nov 2022 – May 2023

- Responsible for collating, condensing and writing up ongoing climate-related whitepaper series
- Smoothed, simplified and streamlined vast quantities of technical language into plain, easy-to-read English
- Worked across long-form pieces, digital content, product positioning, internal comms and pitch decks
- Key UK liaison for US academics, scientists and software specialists creating thought leadership content
- Topics included Emissions Management, Water Management, Waste, Supply Chain and Biodiversity

Creative Copywriter

Creative Spark, Manchester, May 2015 – Apr 2017

- Sole copywriter for in-house creative studio, managing both my and junior team's project workflow
- Responsible for conceptualising, creating and crafting a range of copywriting, video and creative services
- Worked across branding, advertising, digital, video, film and social media accounts
- Key member of pitch team, presenting in-person to both national and international clients

Junior Creative Copywriter

SLG, MC2, Greenlight, McCann Erickson (2012-2015)

- Held an array of roles at various creative, PR and marketing agencies in Manchester and London
- Member of creative team responsible for copywriting and content across all client accounts
- Direct exposure to and experience of the frenetic, fast-paced agency environment

Native English Writer

Promate Technologies, Shenzhen, China (2011-2012)

- Sole English-speaking writer for China-based Dubai-owned electronics company
- Locally-based at factory in Shenzhen, Longgang District as part of China team
- Responsible for all written content, product descriptions, global websites and brochures

Foreign Expert, Associate Coordinator, TEFL Teacher

Centre for Teaching and Learning in China, Shenzhen, Beijing (2009-2012)

- Employed by the PRC's Shenzhen Education Bureau as a Foreign Expert
- Started as a TEFL teacher, was promoted to Associate Coordinator in 2010
- Responsible for the pastoral and practical wellbeing of 100+ American teachers living in China

Various

Northern England (2004-2009)

- My illustrious pre-graduation work history in all its chronological glory: Kitchen Potwasher @ Stretton Fox Pub, Bartender @ Royal York Hotel, Polystyrene Recycling Operative @ Comet, Picker/Packer @ Appleton Industrial Estate, Mailbag Sorter @ Royal Mail Warehouses, Survey Team @ First Bus, Shop Fitter @ Boots; Skip & Fridge Recycler @ Wincanton (fun fact, people do *not* clean fridges before throwing them away).

Education:

University of York

English, 1st Class Honours
2009

University of Peking

TEFL, Mandarin
2010, 2011

University of Cambridge

Institute for Sustainability Leadership
2023

References:

Portfolio: <https://trickydickiecopy.com/>

References: available upon request
