



Nicholas Penrake

360 Degree Senior Copywriter | Scriptwriter | Brand Guardian

Nic has been adding value to big and small brands as Senior Copywriter, Head of Copy, Head of Content and freelancing CD for over 25 years. Think of a sector, and Nic has spent some time there - fintech, FMCG, B2B, recruitment, healthcare, fashion, energy, tobacco, charity... across all platforms, from ATL through DM and digital to social and experiential. Agency-side and client-side, concepts and content.

During the past 12 months Nic has helped launch a completely new brand (Tradu), while maintaining an established brand (FXCM). After the Tradu launch, he has been contributing to the strategic and tactical CRM journeys and social content as well as copywriting. Being a trader himself, who runs a podcast on trading, <https://atraderslife.buzzsprout.com/> Nic has been in a unique position to provide brokerage firms with insights on target audience thinking and behaviour.

In his time off, he also served as brand consultant and scriptwriter for Deriv, providing copy and ideas for a brand refresh, together with a brand story video project and 4 ads, currently being made with AI.

Nic is a writer/director/producer represented in LA. His experience as the show host of two podcasts - interviewing a range of people, from big name traders to Hollywood Producers - has provided him with additional interpersonal skills as a storyteller.

Nic has run focus groups for blue chip brands, and built a lexicon from the language used in those sessions to enhance brand communication to the target audience. In autumn 2024, Nic some brand stories for a number of clients - some of these will be produced as 4-minute videos in 2025.

KEY SKILLSETS

- Versatile writing style to match client's tone of voice
- Extensive experience creating integrated campaigns, working across all kinds of media, including social, digital, TV and press, radio, DM, Direct Response, Shopper Marketing, POS, b2b comms, events for channels, blogging, in-store, experiential, bid writing
- Experience working with CMS, (Jira and Confluence) liaising between Copy & Design, Stakeholders & Compliance in financial environments
- Pro-active in producing copy & content and running small teams of junior creatives
- Highly focused and results-oriented in supporting complex, deadline-driven operations; able to identify goals and priorities and resolve issues in initial stages
- In-house ad agency producer (MBO) and film director of several internationally distributed short films, two documentaries and several ads, including a Platinum Hermes Winner

CONTACT

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WEBSITE

CopywriterPenrake.com

EDUCATION

DIPLOMA FILM DIRECTING

Central Film School London

CPE LAW - PASS - ENGLISH LIT BA (2'1)

University of Sussex

LINKS

[MY PODCASTS](#)

[BreakIntoThree WEBSITE](#)

MOST RECENT POSITIONS

April 2023 - current: LEAD COPYWRITER/ BRAND GUARDIAN

Global head of copy at FXCM and Tradu. Day to day, Nic's main responsibilities lie in delivering copy and strategic thinking for CRM, and UX copy for product teams. Nic is almost invariably the go-to person for non-compliance questions & QA relating to trading.

November 2022 - March 2023: HEAD OF CONTENT

CAPEX.com, an up-and-coming brokerage firm. In charge of a small team of writers and overseeing all aspects of content, including proposals to venture capitalists and PR. Following a round of redundancies at the firm, Nic moved to FXCM.

May 2021 - November 2022: SENIOR COPYWRITER

Oanda brokerage company. Lead writer on the marketing team, tasked with creating new brand ID & campaign due to be rolled out in 2023. Originator of the 'Smarter trading' campaign first launched in the USA. Day-to-day: producing content ranging from website pages to social ads and YouTube videos, covering all territories worldwide.

March 2020 - ongoing

Podcast host at A Trader's Life and One Good Take.

November 2019 - February 2020: SENIOR COPYWRITER

Healthcare agency Syzygy, web copy for GSK's cough mixture brands & Otrivin products.

September 2019 - November 2019: SENIOR COPYWRITER

While at B2B agency, The Crocodile, Nic helped the team consolidate the agency's new pitch win of ServiceNow with reams of social copy driving new leads and awareness of the big tech brand.

January 2019 - September 2019: HEAD OF COPY

Head of Copy at WLT, part of Tag Worldwide, dedicated to content, bids, interactive videos and more for client Accenture. Former CD Miguel Feurtado described Nic's "approach as first rate. Creative and very focused."
Link to just one of many videos here.

October 2018 - November 2019: SENIOR COPYWRITER

Over a five-week period, Nic was tasked with writing website audits and CRM for the financial services company New Day that offers a range of credit cards, such as aqua, marbles and opus.

November 2019 - SCRIPTWRITER

Video script for Dropit shopping: <https://www.dropit.shop/>

June 2018 - August 2019: SENIOR COPYWRITER

While at Oliver Marketing Agency, he re-wrote numerous 'complaint letters' which contributed to a massive drop in customer complaints for client Barclaycard.

November 2017 - May 2018: SCREENPLAY WRITER & DEVELOPER

June 2017 – November 2017: SENIOR COPYWRITER

While at AprilSix B2B agency, Nic headed up the Sage account on copy, helped win a pitch for ThinkPad/Lenovo, and key support in the rolling out of the new campaign with events, sales and CRM. He also provided online and CRM content for b2b/tech clients including Symantec, Fuji Xerox, Cisco, Capita, CenturyLink and new business (internal comms) for AVL.

January 2017 – May 2017: SCREENPLAY WRITER & DEVELOPER

2009 – Dec 2016: SENIOR COPYWRITER | SCRIPTWRITER

Freelance Companies: Head of Copy & re-branding at Mundio (Telecoms) Oct-Dec 2016 | Scriptwriter at Casual Films 2016 | Senior at VML London 2016 | Headed up copy and marketing for Screenwriting Goldmine Awards 2015 | City & Guilds 2015 & Lloyds Digital 2015 | Christie + Co 2015 | Saatchi Health 2014 | Learn to Trade 2014 Film Engine 2014 | Tag Worldwide 2013 | WDMP 2013 | Earnest 2013 | Verbalisation 2012 – 2013 | Truth Marketing 2012

FREELANCE: Ogilvy One 2011 | Public Creative 2011 | Silver Leopard (Carbon Footprint) 2011 | Personal clients 2011 | Truth Marketing 2011 | Jack Morton 2011 | WDMP 2011 | Public Creative 2011 | Truth Marketing 2010 – 2011 | Rufus Leonard 2010 | Truth Marketing 2010 | Euro RSG Riley 2010 | Work Comms 2010 | Vanquis Bank 2010 | G2 2010 | Ogilvy Action 2010 | Momentum 2010 | Banner 2010 (CRM for Eon) | McCann's 2010 | Lewisham College 2010 | Ogilvy Action 2009 | Essence Media 2009 – 2010 | IPPF 2009 | JWT 2009 (Digital campaign for Shell) | WWAV 2008 | McCann Erickson 2008 | Lida 2008 | Wunderman 2008

SENIOR COPYWRITER (2005 to 2007)

Intelligent Marketing, DM & SP | Modem Media, HP & GM (Trucks) | De-Construct, Adidas microsite | Agency Republic – concepts for O2; SOUK Digital – the entire Thorntons website | Dare Digital – AA & BBC local TV banner ads | 23 Red – Martini/Ferrari sponsorship press | Proximity London Digital – HP, Royal Mail & dontdieforadiet.com | FCBi – RAZR V3x and PayPal pitch | Modem Media – flash and banner work Opel Astra | Iris UK & Iris NY – T-mobile, Sony Ericsson, AOL | Finex – 3 Network DM, HP Server

MID WEIGHT/SENIOR COPYWRITER (Full time: 2000 – 2005)

Senior: Medicus London (2004 to 2005) – Nurofen for Children, Strepsils, Optrex, Sustiva, Pfizer Ophthalmology, Celebrex

Head of Copy: PH-WT, Leamington Spa (2003 to 2004) – Calor, Mazda, Suburu, Bayer, Mitsubishi Canter, Continental tyres, Ford parts/aftersales, Home website (PHWT.com) Midweight: MBO, London (2000 to 2001) – Slendertone, Homechoice, Iveco trucks

JUNIOR COPYWRITER (1998 – 2001)

PTK – Sensodyne, Bayer, Piriton

AWARDS

Platinum for Best Charity Video with 'Be A Star' at Hermes Creative Awards 2014

Financial Times World's Toughest Briefs, 2006 2nd place (with Art Director Alexey Fedoseev, judged by Trevor Beattie & Co.) <http://www.openad.net/dynastatic/sell/en/sell-wtb36.php>

HAAG TV Gold 2001 – Sensodyne Total Care, pan European launch

DMA Silver 2002 – Iveco Ford Trucks

HAAG Silver 2001 (OTC) – Feminax Period Control, product launch (radio)