

**Hello I'm Steph
A creative copywriter
In Amsterdam.**

I'm:

Freelancing in both AMS and LDN

Working agency and client-side

A native English speaker

Refreshingly ego-free

Not as good at dancing as I think I am

A genuine team-player

Full of ideas, thoughts and imagination

A folk singer songwriter

Committed to a project from start to finish

I've written for a bunch of brands.

Like these people.

American Express

Booking.com

Debenhams

Deliveroo

Nike

Philips

The Four Seasons

Tommy Hilfiger

Uber



Booking.com

DEBENHAMS

DELIVEROO

FOUR SEASONS



And had solid industry training.



ual: university
of the arts
london
chelsea

LSJ The London School
of Journalism

Brand: Nike

Brief: Inspire students with the Nike Back to School collection via an aspirational style-led concept used across Nike.com, email, the Nike App and social.

Concept 1: I presented two concepts: the first, 'Can't Teach This' played with the irreverence of the brand, and tapped into the rebellious nature of style-leaders at school.

Concept 2: 'You The Students' instigated a movement, rallying together the potential future-shapers with an aspirational 'achieve anything' attitude.

**CAN'T
TEACH**



WE.BD

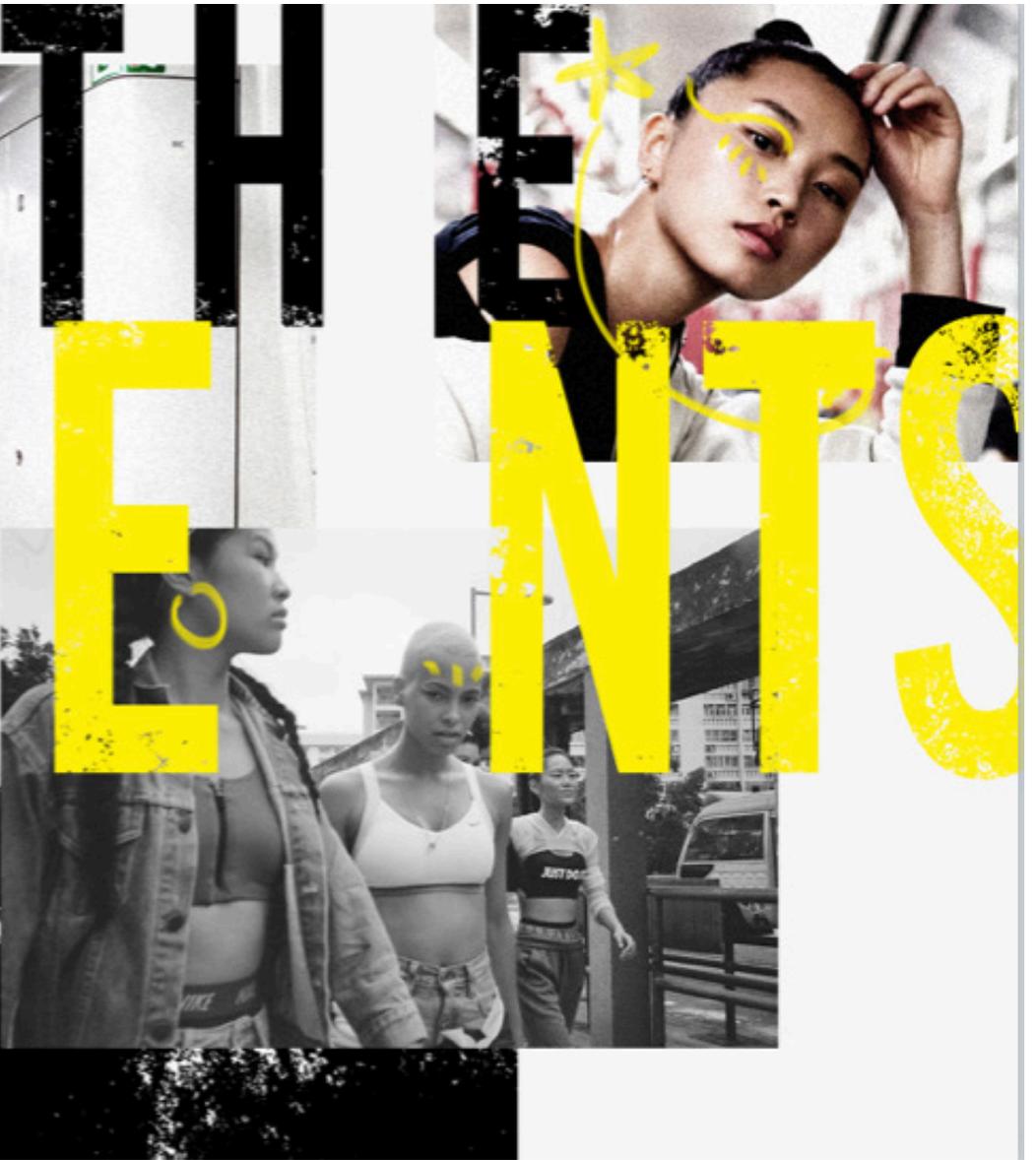
THIS

13

UCATOR. NOT THE EDUCATED. BE THE EDUCATOR. NOT THE EDUCATED. BE THE EDUCATOR. NOT THE EDUCATED. BE THE EDUCATOR. NOT THE EDUCATED.


**CAN'T
TEACH
THIS**
BE THE EDUCATOR.
NOT THE EDUCATED.

**YOU'RE A NATURAL STYLE-LEADER. YOU DISRUPT THE NORM.
YOUR LOOK IS UNIQUE, DISTINCT AND STRONG.
SCHOOL IS ON, BUT YOU PUT STYLE FIRST,
FROM HEAD TO TOE, YOU'RE READY.
ALWAYS READY.
A LASTING LEGEND, ONE THAT'S ADMIRED.
BUT YOU DON'T TRY HARD,
YOUR COOL IS QUIET.**



**YOU'RE THE FUTURE SHAPERS. THE YOUNG HEARTS THAT RUN FREE.
YOU UPROOT THE UNDISCOVERED; VOICE THE UNTHOUGHT-OF.
YOU CHUCK IDEAS AT EVERY CHALLENGE
HEAR "NO", BUT SEE ANOTHER WAY AROUND.
YOU'RE CURIOUS. YOU'RE SHARP. AND YOUR SPIRIT NEVER SLEEPS.
BECAUSE YOU ARE THE YOUTH.
YOU ARE THE FUTURE.
YOU ARE STUDENTS.**

Brand: Deliveroo

Brief: Create the concept and copy for an OOH campaign across the London Underground, that positions Deliveroo as a premium food delivery company.

Concept: From the chef's kitchen to your own. I focused in on the passion of each chef, instilling a more sophisticated feel than the average food delivery ad.

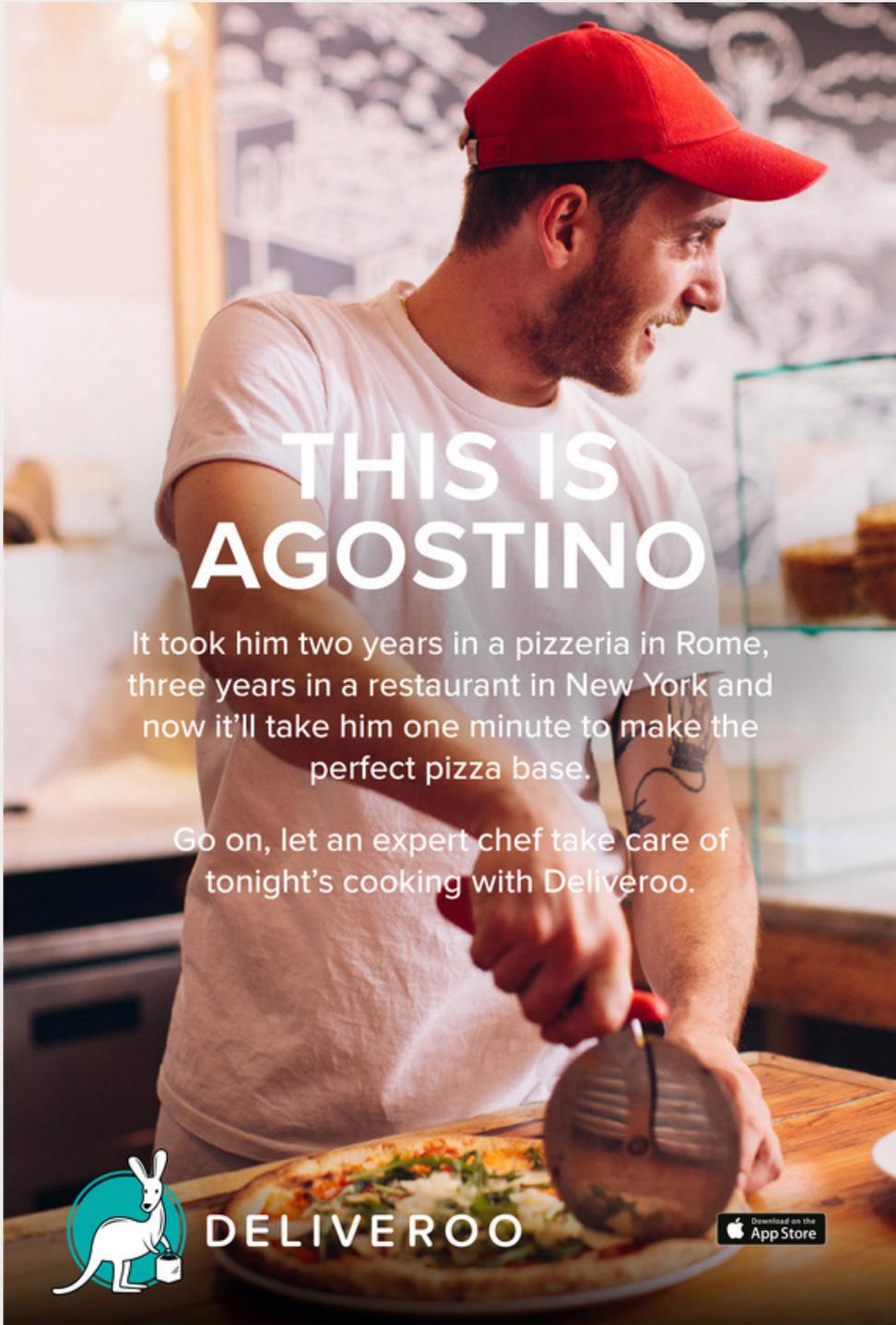
THIS IS FRED, HEAD CHEF AT BYRON

Ask him about his BYRON Hamburger Specials and he can explain his inspiration down to the last pickle. Like the B-Rex that's based on a childhood trip to see Jurassic Park or the idea for the Bunzilla's tasty soy-glazed beef that he brought home from Japan.

And that's why we do what we do – because great food demands great delivery. It's why your order gets a dedicated rider, why your dishes never travel more than two kilometres and why whether it's in the kitchen or on its way to you, you can be sure it's in good hands.

Find out what's cooking on deliveroo.co.uk



A man wearing a red baseball cap and a white t-shirt is smiling as he slices a pizza on a wooden cutting board. He is using a pizza cutter. The background shows a kitchen setting with a chalkboard and various kitchen items.

THIS IS AGOSTINO

It took him two years in a pizzeria in Rome, three years in a restaurant in New York and now it'll take him one minute to make the perfect pizza base.

Go on, let an expert chef take care of tonight's cooking with Deliveroo.



DELIVEROO



Brand: American Express

Brief: Refresh member emails for a more sophisticated, aspirational look.

Delivery: A set of interactive, eye-catching emails that pulled upon the passions and interests of AMEX members, using a polished tone.



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Hello Lucy,

London has a lot to offer when it comes to having a good time. And as a Platinum Cardmember, you get to take your pick of the latest and greatest events before anyone else (and earn reward points while you're at it). So flick through your lanyard to see what's coming up, or scroll below to book.

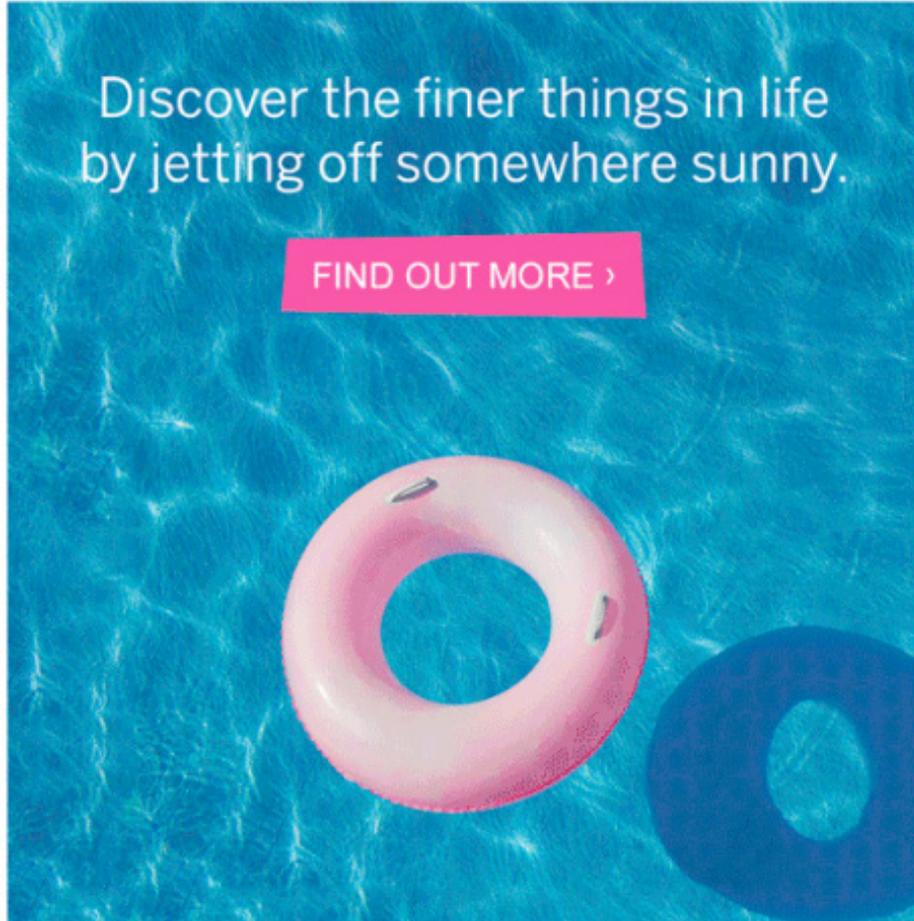


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HOLIDAY

STYLE

SPORTS

CAR

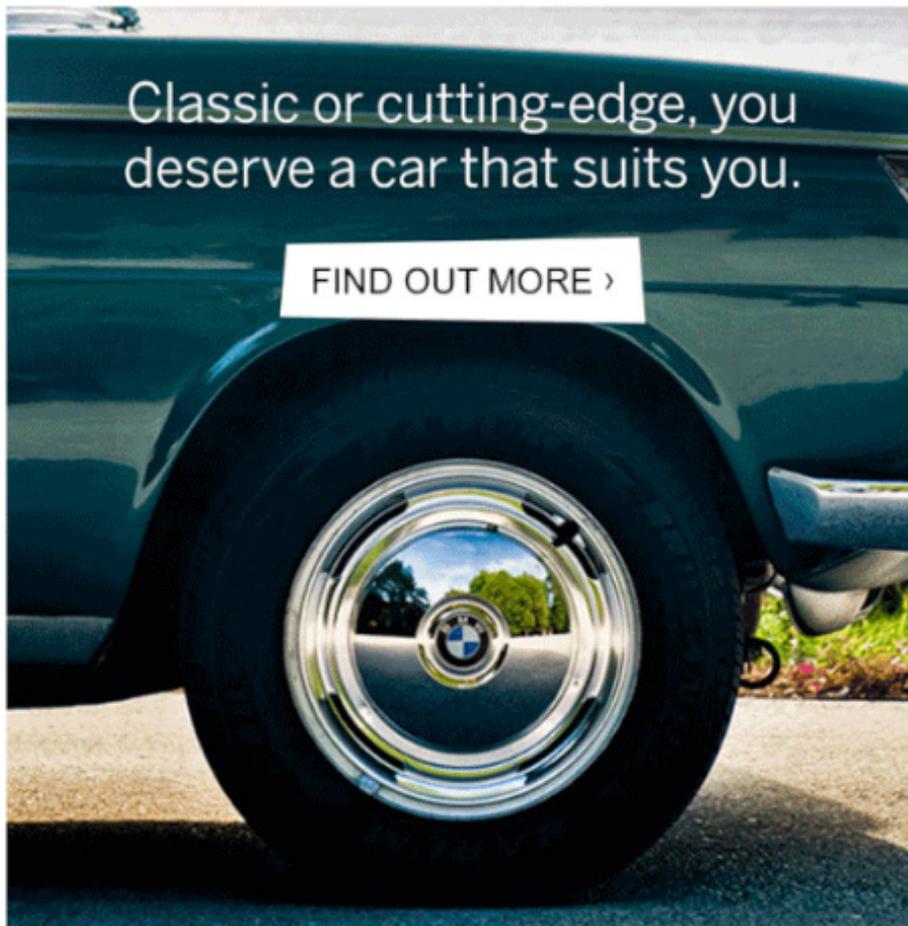


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HOLIDAY

STYLE

SPORTS

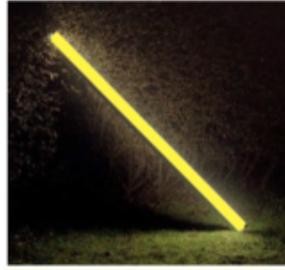
CAR

Brand: SearchFlow

Brief: Define new USPs and messaging for our re-brand, across a brochure and print ad.

Concept: Data, without the distraction.

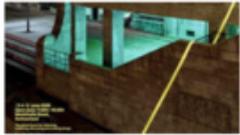
Moodboard



Highlight



Inform

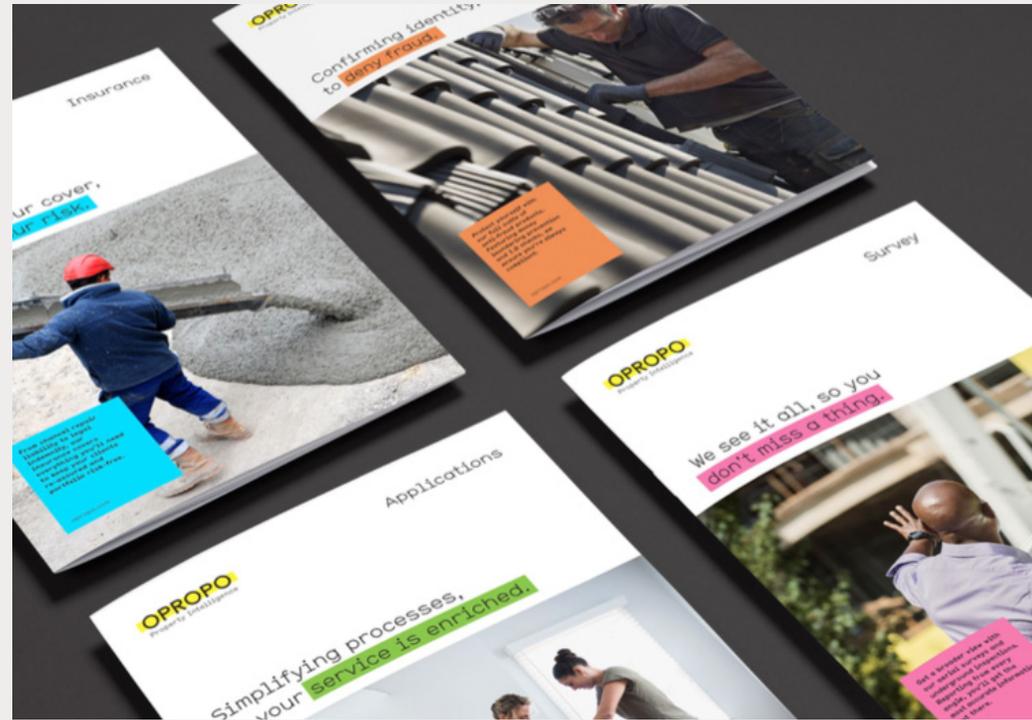


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CHECK OUT OUR WEBSITE
WWW.STUDYABROAD.COM

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performance
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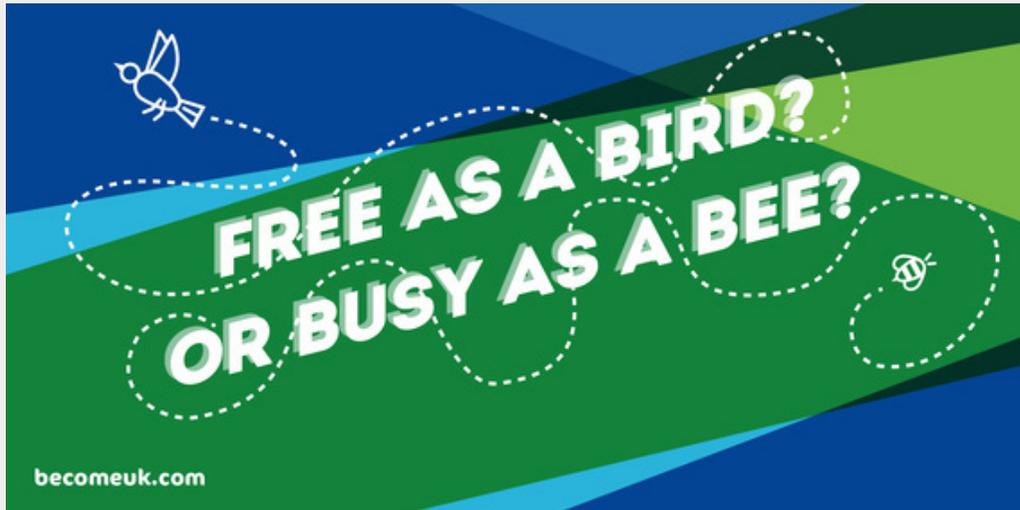
Clarity



Brand: Become Recruitment

Brief: Create engaging digital ads that target both clients and candidates in the creative industries.

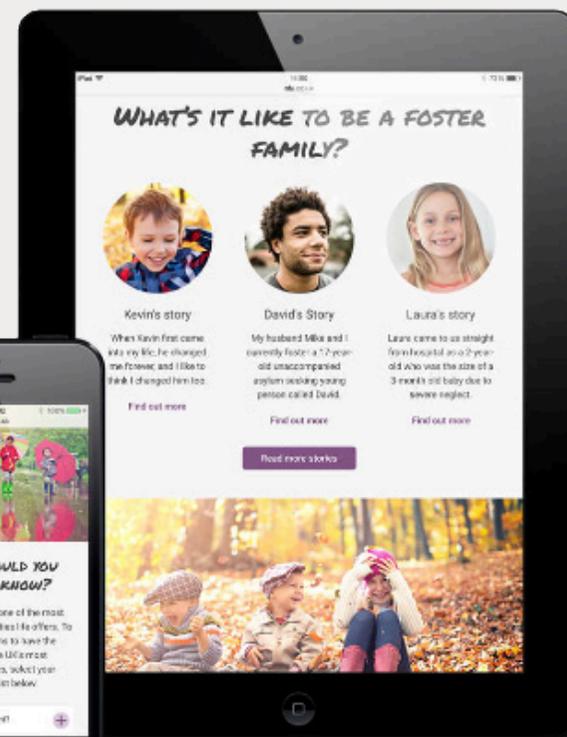
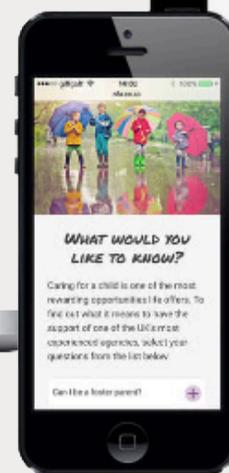
Delivery: I created tongue-in cheek copy-led phrases, matched with simple stand out graphics.



Brand: National Fostering Agency

Brief: Whilst at agency Steel London, I was involved in helping to shape a new tone of voice for the National Fostering Agency website, that specifically appealed to potential foster parents.

Concept: Using simple case studies and a warm, conversational language, we created a concept based around family, community and inspiration, clearly conveying the life-changing impact fostering a child can have.



Brand: moo.com

Brief: Create a series of lifecycle emails, sent to customers throughout their purchase journey.

Delivery: Each email was brought to life through a playful prop, engaging headline and short snappy copy.



A warm, wondrous
WELCOME

Together we're going to make some great stuff for your business. For now, we just want to say, "welcome to MOO!" and let you know how glad we are that you've found us.

We really do believe that design works wonders. That's why we're excited to bring you standout business stationery and promotional materials to help good things happen for you and your business.

Welcome, new friend.

[Take a look around](#)



MOO Print Ltd.
32-38 Scrutton Street, London EC2A R4Q
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WELCOME
— to the print party! —

We hope you're having a blast at MOO. Like any good host, we're here to show you around, and make sure you have a good time.

Meet some cool people

Why not check out some inspiring MOO customer stories? You'll discover unique ways to make the most of your order, as well as great ideas to help your business stand out.

Bring a plus one

When you refer a friend to MOO, you'll earn MOOlah (that's credit) to spend on anything you like at [moo.com](#). And you'll bag yourself a wingman!

That's all from us.
See you on the dancefloor!

[Explore MOO](#)



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Brand: Nike

Brief: The Nike Blazer is a signature silhouette that reinvents itself and never stops. Create a concept for the launch of the new Nike Blazer Low, that ties into the boldness of basketball player Cappie and DJ Abra.

Concept: 'Blaze your trail'. This idea was full of attitude, inspiring consumers to create their own path and 'owning' whatever they put their mind to.



B **L** **A**
Z **E** **R**

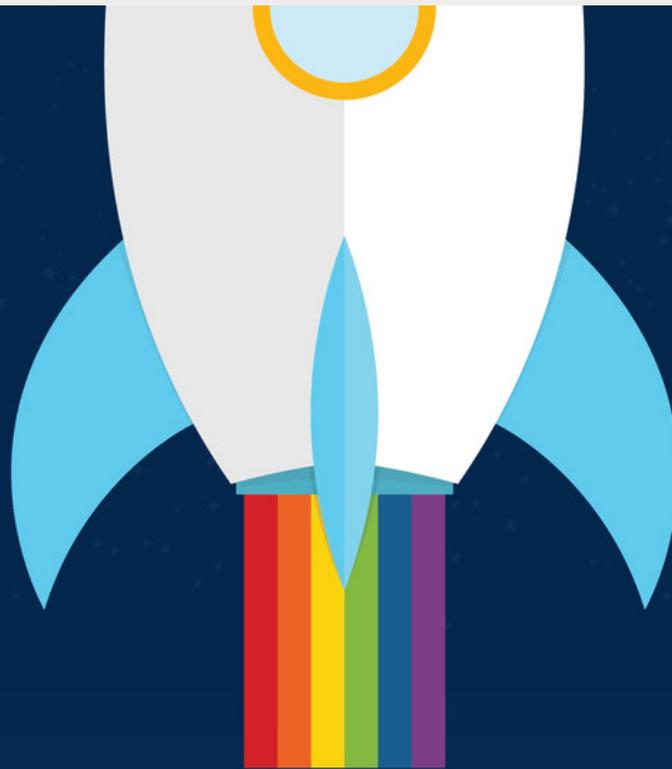


BLAZE YOUR TRAIL
WHEREVER YOU STARTED, WHEREVER YOU'RE HEADING,
BLAZE YOUR OWN TRAIL AND CHANGE THE GAME.
BECAUSE YOUR BOLD NEVER STOPS AND YOUR SPIRIT
NEVER SLEEPS. IT ENDURES, IT TRANSCENDS, IT LIVES ON.

Brand: Booking.com

Brief: Create print ads that capture the voice and diversity of Booking.com, in order to recruit potential candidates.

Delivery: Ads that used playful and poetic language to build intrigue about life at Booking.com, whilst focusing in on the company's acceptance of the individual.



DIVERSITY, AND BEYOND

Diversity fuels innovation. In fact, it's one of our most cherished values. So come and take on the future at Booking.com, because when you're you, the possibilities are endless.

Booking.com



CALLING EAGER
EXPLORERS AND
ADVENTURE MAKERS
DIE-HARD DATA HEADS
AND FAST BUG BREAKERS
CURIOUS
COMMUNICATORS AND
WHACKY THINKERS
LANGUAGE LOVERS AND
COFFEE DRINKERS.
THIS IS A WORLD OF THE
BOLD THE BRAVE AND
THE BRAINY.

This is Booking.com

Like what you see?

There's plenty more where that came from.
It's either on my website, or inside my brain
just waiting to be briefed.

www.stephwollenberg.com
steph@stephwollenberg.com
0031611466671

This space is saved for you
