

Lisa Pember

great ideas | sparkling copy | impressive results

Lisa is a self-employed copywriter with over 15 years' experience.

key strengths

- A generous team player with the ability to inspire others
- Equally strong on 'the big idea' and complex detail
- Highly motivated and professional, whatever the brief
- Keen to deliver the added value that comes with experience

clients say...

'Good to hear you are back in the saddle. I have a lovely vision of you as a lone horsewoman riding around various agencies and cleaning up the bad influences with your posse, then riding off into the sunset with a smoking pen and an admiring crowd looking after you.'

Agency client, creative director

'You have a real talent for crafting language in just the way we appreciate. You make a real difference to what we can achieve.'

Charity client, chief executive

'Challenging but worth it.'

Fundraising consultant

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client relationships

Here is a small selection of the direct clients Lisa has worked with since setting up her own company in 2000:

Bliss, The Brooke, Cancer Research UK, the Cinema Museum, Connect – the communication disability network, Cotswold Outdoor, Crisis, Disney, The Folio Society, Granta, Help the Hospices, Long Tall Sally, Mr and Mrs House, The National Art Collections Fund, North East Community Forests, The Place2Be, Prisoners Abroad, Quintessentially Foundation, Rich Mix, Starehe Future Appeal, St Mungo's, Trinity Hospice, UNICEF, Wellbeing of Women (WOW)

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agency relationships

Lisa also works with a number of talented individuals and agencies, including charity experts (such as Burnett Works), online specialists (such as Blue Barracuda), and brilliant design studios (such as The Design Works and Lionhouse Creative). She also has an ongoing relationship with through-the-line agencies Geronimo and Proximity London.

Clients Lisa has worked for with her agency colleagues include:

American Express, Boots, Direct Line, Felix, Getty Images, Herman Miller, JP Morgan Fleming Asset Management, Pizza Hut, The Soil Association, Sky, Tesco, TGI Friday, University College London and Vintage Roots.

teaching and mentoring

Lisa co-wrote and used to teach the IDM course 'How to write successful copy'. She also offers bespoke training and informal mentoring to her clients when the need and opportunity present themselves.

delegates say...

‘I have always hated writing copy but today’s course has really made me look at it differently and see it as something I can do and can enjoy.’

‘Stimulating, engaging and will see me wanting to critique everything I read.’

‘The course has opened my mind to the power of words.’

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previous employment

April 1997 to September 2000 Group head, Proximity London (then BHWG)

Highlights Taking Dove from a cool, clinical brand, to a warm luxurious brand for women. (Sample results: 95% recall of mailed material, 59% increase in the recipients’ likelihood to buy; an immediate uplift in sales of 16%) • Co-creating the first set of brand guidelines to be universally adopted by all of Barclaycard’s DM agencies. Also re-launching Barclaycard’s Rewards scheme, to see an uplift of 30% in points redemption in the first year alone • Working at BBDO’s New York office (summer 1999)

March 1996 to April 1997 Copywriter, Smith Bundy & Partners Ltd

Highlights A fact-finding trip to Calcutta with clients UNICEF in December 1996. The resulting mail pack was still being used to recruit donors some five years later • Writing some of the most lucrative fundraising press ads that WWF have ever run (endangered rhinos)

November 1994 to March 1996 Trainee copywriter, DMP

Highlights Being temporarily paired with the creative director, then working with him as his chosen writer for the next six months • Achieving the highest ever enquiry rate for a Bristol & West Investment Bond from a simple statement insert

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