

# LUKE BISHOP

## CREATIVE DIRECTOR & WRITER

### CONTACT

+44 (0)7951 576021  
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luke-bishop.com  
Kingston, London, UK

### CORE SKILLS

- Creative direction / strategy
- Concept development
- Creative writing
- Team leadership/ mentoring
- Communication / public speaking
- C-suite engagement / comms

### EDUCATION

Rory Sutherland

#### MAD//MASTERS

2023-2024

A 3-month course led by the peerless Rory Sutherland – learning how to ‘*speak to the elephant*’ and leverage invaluable aspects of behavioural psychology in marketing.

Content Creation for New Media [2:1]

#### Ravensbourne

2004-2006

A 2-year fast-track degree focused on broadcast production, creative writing, script development and future trends.

AVCE Media Studies

#### Bournemouth & Poole College

2000-2002

Learned the basics of creative writing, camera operation and video editing.

### PROFILE

Dynamic creative leader with 15 years’ experience driving impact across in-house and agency roles. As a writer, people leader and creative director, I’ve helped some of the world’s most progressive brands overcome challenges, seize opportunities and connect with diverse audiences across the globe.

I’m passionate about creating work that drives growth, builds recognition and proves that creative excellence can change the world for the better.

### WORK EXPERIENCE

#### Independent Brand & Marketing Consultant

Freelance

June 2024-Present

- ITM Events: Full rebrand, digital transformation and company repositioning
- Tradies: Brand identity consultancy and critique
- Haylo: Brand identity consultancy and critique

#### Creative Principal

DOJO (Fintech / payments)

2023-2024

In my most recent FT role as Creative Principal at Dojo, I helped take the brand from a standing start to 21% non-prompted recognition in just three years – overseeing everything from campaign strategy to multi-channel creative execution.

As one of the initial creators of the Dojo brand, it was ultimately my responsibility to act as a primary guardian of our external brand expression across all touch points. From AtL advertising, product positioning and narrative creation, to web, social and channel marketing output – I help set and maintain the right tone for the Dojo voice and brand.

As the most senior creative in the business, I was also responsible for communicating with the Dojo Exec team on high-profile, high-budget creative projects currently in flight – as well as help other senior team members understand the value and impact these projects have on the growth of the business.

#### Key achievements:

- Developing Dojo’s brand proposition, which anchored all creative communications.
- Leading out-of-home campaigns, ensuring consistency and impact across diverse markets.
- Overseeing cross-functional teams on large-scale creative projects, from concept to execution.
- Creating a robust brand architecture for Dojo’s complex B2B2C offer.
- Creation of company values – as well as the proposition for Dojo’s employer brand.
- Delivering a high-impact brand refresh in 2024, collaborating with founders, execs, and top-tier agencies to align with Dojo’s rapid growth.
- Directing and concepting a £250k vision film project to define the company’s three-year product roadmap.

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### OUTSIDE OF WORK

#### Basketball

Player in the Surrey Basketball Association for Belmont-based Cheam Chargers – as well as in annual GB Masters competition across the UK.

### REFERENCES

Please drop me a line at:  
luke@luke-bishop.com

Or take a look at my testimonials at:  
[luke-bishop.com/testimonials](http://luke-bishop.com/testimonials)

### Head of Copy

DOJO (Fintech / payments)

2020-2023

I headed up the fabulously talented copy team at Dojo for three brilliant years.

After months of developing and testing our new brand voice ahead of launch in October 2020, my team of four writers got to work using our distinctive new voice to connect and engage with prospects, customers, partners and colleagues across all external and internal touchpoints.

These included the Dojo mobile app, card machine UI, organic and paid websites, employer brand, CRM, product positioning, naming and everything in between.

As ambassadors and champions of the Dojo brand voice, my team also set up regular – and popular – tone of voice workshops to help all non-copywriters around the business communicate more effectively.

- Nominated as a Dojo 'Visionary' at the 2021 end-of-year awards

### Lead Digital Copywriter

LV= (Insurance)

2018-2020

Initially brought into the business to lead copy creation for the all-new lv.com – working as part of a dedicated digital transformation team across London and the LV= headquarters in Bournemouth. After the successful launch, I was asked to stay on permanently to help develop the copy function within the business.

### Lead Copywriter

Wonderbly (Publishing tech)

2017-2018

Oversaw all the most commercially important words for ambitious publishing start-up, Wonderbly. I created messaging strategies for product launches, wrote copy for TV, email, social campaigns – and pretty much everything else. I also mentored and managed writers and translators on a day-to-day basis, making sure they had clear creative direction on deliverables and were consistent with our tone of voice.

### Senior & Lead Copywriter

Rufus Leonard (Now Frog – brand agency)

2014-2017

Responsible for overseeing all digital copy, developing new processes and products, and acting as a brand guardian and editor overseeing external agency work. I also worked with clients at a senior level – developing and leading copy workshops. Clients included: **The AA, Haven, Premier Inn, Lloyds Banking Group** and **Odeon**.

### Freelance Senior Copywriter

Wolff Olins (Brand agency)

2013-2014

Worked with major global brands to help them find their voice through brand tone development, workshop facilitation and guidelines creation. Clients included: **Google, EE, Virgin, Rodgers, Triumph** and **NewDay**.