

Hello.

Kia ora 你好 **Ciao** **Hola**
Bonjour **Hei** xin chào **Sup**



My name's
Mason Kingsbury

Copywriter

Since 2014

Writing has always been a passion of mine. It all started with scribbled crayon marks on the wall. The mess got worse when I received my pen license.

Throughout my early years of copywriting I quickly discovered that I'm a little different to most.

I enjoy solving advertising and marketing problems but whilst I'm contemplating what the insight of a brief should be and what makes the customer "tick" — I really enjoy product innovation and I'm always thinking of shiny new ways a brand could be doing things.

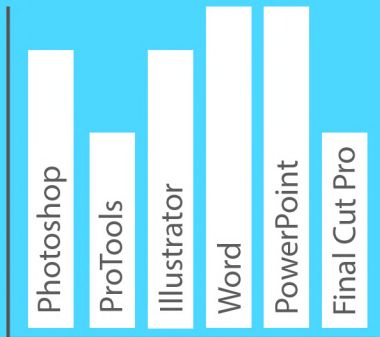


Bachelor of Communications
Advertising Creativity
AUT

Audio Engineering Diploma
SAE Auckland

Cracked It

YouTube
Tutorials



My Experience

Quentosity / Digital Marketing Agency 02/2018 - Present



As a Copywriter for a digital marketing agency — that has reached the finals of the 2016, 2017, and 2018 Westpac Business Awards — I deal with SEO on a daily basis.

I analyse keyword data and related terms/phrases and ensure that the content I create for new and existing websites and landing pages are keyword-rich, clear, engaging and reaches all SEO benchmarks (including meta tags, alt tags and other SEO best practices).

My background in creative copywriting means that I can turn potentially mundane topics into more interesting and entertaining pieces of content that still reach those all-important SEO standards.

My knowledge of SEO requirements gives direction and purpose to the content that I create. As well as writing for the web I am also experienced in writing across many other forms of marketing collateral such as: brochures, booklets, billboards, print ads, books, EDMs, sales emails, as well as scripts for commercials across various mediums, and e-books.



Freelancing / Copywriting & Website Design 01/2015 - Present

Since 2015 I have been supplementing my income with various freelancing work incl. countless copywriting projects, designing & building websites for a variety of small businesses & graphic design work. In 2016 - 2017 I decided to combine travel & freelancing & worked remotely from some pretty interesting locations! I still continue to be a pen for hire.

Freelancing projects include:

1. Designing & building websites
2. Creating content for new & existing websites with an SEO focus
3. Graphic design work incl. creating pamphlets, brochures, logos & creating other marketing material.
4. Print ad campaigning & execution
5. Spotzer & Web Profits copywriter since 2018



NZME / New Zealand Media & Entertainment 05/2015 - 12/2016

NZME is a New Zealand newspaper, radio, outdoor advertising & digital media business.

Key duties included:

1. Updating NZME's GrabOne brand's online content & write short & concise ads (20-30 per day)
2. Ensure all ads are written to comply with all TAPs legislation & ASA standards
3. Liaise with sales reps & merchants to ensure the client's experience is positive & the ad goes live accurately & as per the merchant's contract
4. Keeping in touch with merchants & sales reps on a regular basis for updates or troubleshooting
5. SEO updates & content creation across the wider NZME brand



Like



I love the great outdoors and I love losing myself (temporarily) in the wilderness.

Two of my greatest experiences, that took me to the edge of my personal limits, would be hiking the Tongariro Alpine Crossing solo in midwinter (hiking at 4.30am under the moonlight in waist-deep snow and being the first to reach the top that day) and completing the 10-day hike to Mount Everest Base Camp and pushing on to Kala Patthar — 5,643m.

From Kala Patthar I watched the setting sun soak the surrounding mountains in a beautiful orange flame — a humbling experience I'll never forget.



Travelling is also a great passion of mine.

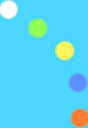
In 2016-2017 I backpacked around Europe, South East Asia and Nepal while funding portions of my travels through freelance copywriting projects.



In 2015 I started Memory Stik Ltd. The business provides companies across NZ with branded USB equipment and 15% of the profits are donated to Alzheimer's New Zealand. I created the website and all its contents (www.memorystik.co.nz).

I am a friendly, outgoing and motivated person that enjoys working with a variety of people and genuinely enjoys interacting with a wide range of personalities. I like to think I have a good sense of humour and that I can settle into any work environment. I thrive in a group environment but I'm also capable working autonomously.

I am fortunate enough to have British and New Zealand citizenship and I am willing to travel for work.



Contact



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<https://bit.ly/2MyFGma>



<https://bit.ly/2tMWmhP>



<https://bit.ly/2KJMRIt>



[MasonKingsbury](https://bit.ly/2KJMRIt)

Portfolio

<http://masonkingsbury.wixsite.com/portfolio>

Thanks for reading!