

Sean Merrigan

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Profile

A writer and consultant specialising in advertising, corporate branding and business communications

I have extensive professional experience in copywriting, concept development and brand strategy. As part of an agency, and as a freelancer, I have built a strong reputation among global clients in digital, healthcare, CSR, energy, biotech and FMCG industries.

From ad campaigns to digital content, from film scripts to corporate reports and press releases, and from corporate brand development to product brand launches, I deliver effective communication solutions that make my clients stand out from the crowd.

I am a British citizen and I live and work in Toronto, Canada.



Experience

Founder, copywriter and strategist, Merrigan Communications

2013– São Paulo | Toronto

I provide strategic communication solutions for companies in Canada, Brazil, Europe and Southeast Asia. I also partner with agencies and consultancies to promote brands, products and services to global audiences. Recent examples of my work include:

- **Consultant and Lead Copywriter: Novo Nordisk Region Europe Strategy Playbooks, 2018**
Producing content and tactical exercises for three strategy 'playbooks' covering key market challenges impacting major product brands across Europe, for use at senior-level strategic brand meetings, regional marketing meetings and in affiliates.
- **Consultant and Lead Copywriter: Novo Nordisk Global Diabetes Campaign, 2016–17**
Developing the creative concept and all copy for ads, brochures, outdoor banding and viral films, used by affiliates in 70+ countries across online channels, congresses, symposia and advocacy platforms.
- **Consultant and Lead Copywriter: Market expansion campaign for GN ReSound (Norway, Spain), 2017-18**
Developing and delivering full strategic framework and content plan to support the launch of next generation 'smart' hearing solutions using online and PR elements, including tactical message mobilisation across social media channels.
- **Senior Editor, Helikonía: Impact reports for Roundtable on Sustainable Palm Oil, 2017, and First Resources, 2018 (Malaysia)**
Researching, writing and editing annual CSR performance reports for global leaders in agriculture and major conglomerates in Southeast Asia. Presenting in-depth analysis for internal stakeholder groups, customers and NGOs.
- **Senior Editor, Helikonía: High Carbon Stock Approach, 2017 (Malaysia, Indonesia, Netherlands)**
Aligning content and style across 9+ technical modules developed by Greenpeace, RSPO and Forest Peoples Programme.
- **Consultant and Lead Copywriter: ReSound for Apple Watch, 2015**
Brand storytelling and campaign content (online and offline) to support evolving strategy in hearing aid solutions.
- **Associated Partner, Copenhagen Institute for Futures Studies Latin America, 2013–2015**
Empowering decision makers at trade associations (ANPEI), universities (USP, Estácio), and government ministries (Brazilian Ministry of Agriculture) through presentations and workshops focused on megatrends and future scenario planning.
- **Consultant and Lead Copywriter: CPH4EMA (Denmark) 2017**
Developing and delivering social media campaign for a coalition of healthcare companies pitching Copenhagen as the new home for the European Medicines Agency.

Senior copywriter and strategist, ADtomic Communications

2008–2013 Copenhagen

In this role I developed strategies, creative concepts and copy for corporate and product branding, sustainability and CSR programmes, global campaigns, internal communications and product launches. Key examples include:

- **Lead Strategist/Copywriter for Novo Nordisk's 'Changing Diabetes®' brand platform and global corporate brand (2009-2012)**
Delivering a corporate brand strategy report, including recommendations, for executive management. Based on analysis, delivering a revitalized concept, tone of voice and 'brand toolbox' that today anchor all corporate brand communications.
- **Lead Copywriter for Novo Nordisk's internal launch campaign for blockbuster diabetes treatment Victoza® (2008-2010)**
Executing a successful campaign ensuring employee preparedness for Novo Nordisk's biggest ever launch. Developing concepts and content for launch meetings, facilitating workshops, scripting training films and developing SVP presentations for events.
- **Lead Strategist/Copywriter for Novozymes' Novamyl® Pro product launch (2009-2011)**
Building a successful B2B print and digital campaign supported by a yearly baking industry summit attended by key opinion leaders across the value chain. This resulted in our client's new product launch being the most read story in key industry media.

Founder and literary editor, EditRED.com

2003–2010 London | Copenhagen

Playing a key role in turning this start-up into an award winning global community of 10,000+ creative writers. Publishing interviews with prominent writers, including George Pelecanos (The Wire), and three anthologies of stories and poems by EditRED users: Small Voices, Big Confessions (2006), Late-Night River Lights (2007) and Scream (2009).

Freelance copywriter and administrator

2006–2008 London

Combining my writing and organisational skills to bring clarity and direction to client communications.

- **Diversity in Publishing Network, Arts Council England**
Promoting ethnic diversity in publishing through web content, PR planning and representing the organisation at events.
- **Early Intervention Team, London Borough of Lewisham**
Editing a training manual for people supporting children with learning difficulties.

Other positions: retail support analyst (2003–6), Bookstore Manager (2002-3), Bookseller (2000-2), Concession Manager (1994-6).

Education

BA Honours Degree (First Class) in English Literary and Cultural Studies

1997–2000

University of Westminster, London

Secondary education: 3 A Levels (English Literature, Geography, Psychology), 8 GCSEs

1986–1994

The Ravensbourne School, London; Orpington College, London

Interests

Music: I am an accomplished drummer and have played in orchestras, jazz ensembles and rock bands.

Literature: My favourite authors are Haruki Murakami, Iris Murdoch and Will Self.

Writing: My stories, reviews and articles have been published in Spoiled Ink, EditRed, 3:AM and Consumidor Moderno.

References

Supplied on request. Visit www.merrigancommunications.com for more examples of my work.