LUKE BISHOP

BRAND
COPY
CONTENT

CONTACT

+44 (0)7951 576021

luke@luke-bishop.com

luke-bishop.com

London, UK

CORE SKILLS

- Editorial & content strategy
- Brand strategy & positioning
- Creative direction & storytelling
- Video strategy, commissioning & production
- Multi-channel content & campaigns
- Team leadership & mentoring
- Cross-functional leadership
- C-suite engagement & communications

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

Degree covering broadcast production, creative writing, script development and emerging media.

PROFILE

I'm a brand and content leader with 15+ years' experience spanning editorial, creative, content and brand.

I build strategies, shape brand narratives and lead creative teams – turning complex ideas into distinctive stories that earn attention, build trust and drive growth.

WORK EXPERIENCE

Senior Content Lead (FTC)

Zopa · Neobank — August 2025–Present

Helping lead brand, content and proposition work across Zopa's savings, lending and current account products, including Biscuit positioning and major launch campaigns.

Developed and evolved Zopa's tone of voice, with guidance for business-wide AI self-serve content creation.

Helped shape content AI strategy for GEO/AEO through LLM-led gap analysis, writer briefs and scaled production. A Claude-led experiment increased citations across LLM platforms by 18%.

Independent Brand & Content Consultant

Freelance — July 2024–Present

Working with brands and agencies on positioning, messaging, content strategy and creative – from defining the story through to campaigns and execution.

Clients: **R/GA (Google), London Air Ambulance, Tradies, ITM Events, Tall Audio.**

Creative Principal

Dojo · Fintech / payments — 2023–2024

As Creative Principal at Dojo, I helped take the brand from a standing start to 21% non-prompted recognition in three years – overseeing everything from brand and content strategy to multi-channel creative execution.

Key achievements:

- Developed Dojo's brand proposition, creating the strategic foundation for creative and content across the business.
- Led major multi-channel campaigns and creative projects, working across internal teams, agencies and production partners from concept to execution.
- Developed the content strategy for Dojo's customer stories – identifying stories, commissioning videographers and owning the final editorial output across organic social.
- Commissioned, scripted and voiced video help content, making complex products and services easier to understand.
- Concepted and creatively directed a £250k vision film, bringing Dojo's three-year product roadmap to life.
- Led a major brand refresh, working with founders, executives and top-tier agencies as the business scaled.

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OUTSIDE OF WORK

Player in the Medway Basketball Association for Bromley Fury – as well as taking part in annual GB Masters competitions 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

Head of Copy

Dojo · Fintech / payments 2020–2023

Built and led Dojo's copy function, establishing the brand voice and editorial standards used across customer and colleague touchpoints.

Led and mentored the copy team while overseeing content across web, CRM, social, product, app, employer brand, campaigns and internal communications. Introduced processes, guidelines and regular tone of voice workshops to help teams across the business create better, more consistent content.

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

Lead Digital Copywriter

LV= · Insurance 2018–2020

Brought in to lead copy for the all-new lv.com as part of a dedicated digital transformation team. Following its successful launch, I stayed on to help develop the copy function and improve content across the wider digital customer experience.

Lead Copywriter

Wonderbly · Publishing tech 2017–2018

Led copy across one of the world's fastest-growing personalised publishing businesses, creating messaging for product launches and content across TV, email, social and digital. Managed and mentored writers and translators, setting creative direction and maintaining a consistent brand voice across markets.

Senior & Lead Copywriter

Rufus Leonard · Brand agency 2014–2017

Led digital copy and content across major client accounts, developing messaging, tone of voice and digital experiences while overseeing external agency work and running client workshops.

Clients included: **The AA, Haven, Premier Inn, Lloyds Banking Group** and **Odeon**.

Earlier editorial experience

Reporter — The Sun Online / News UK
Worked across automotive and entertainment editorial, researching and writing digital content as well as developing and presenting video. Projects included The Sun's Visa partnership around the London 2012 Olympics.

News Editor — Top Marques (Trader Group)
Covered automotive news for the enthusiast title, sourcing stories and turning industry and manufacturer news into engaging consumer editorial.

Copywriter — HarperCollins
Created marketing and promotional content for major book releases, including scripting, producing video book trailers and OOH campaigns.