

# LUKE BISHOP

CREATIVE DIRECTOR & WRITER

## CONTACT

+44 (0)7951 576021

luke@luke-bishop.com

[luke-bishop.com](http://luke-bishop.com)

Flat 5, 103 Maple Road,  
Surbiton, UK, KT6 4AP

## CORE SKILLS

- Creative direction / strategy
- Concept development
- Creative writing
- Team management / mentoring
- Communication / presenting
- Leadership / C-suite engagement

## 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

I've been a writer and Creative Director since 2010 – and have been lucky enough to spend considerable time both in house and agency side over nearly 15 years.

Since 2020, I've been a senior creative leader at Dojo – one of Europe's fastest-growing fintech companies. First, as Head of Copy and now as Creative Principal – I help turn product truths into audience engagement through compelling storytelling and strategic, conceptual, and creative thinking.

## WORK EXPERIENCE

### Creative Principal

Dojo 2023-Present

As Creative Principal at Dojo, my remit stretches pretty far and wide.

But as one of the initial creators of the Dojo brand, it's ultimately my responsibility to act as a primary guardian of our external brand expression across all touchpoints. 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.

Governance aside, I also take the role of lead conceptual creative for big-ticket go-to-market campaigns – helping to develop and establish the creative strategy and core idea, before leading our in-house brand copy and design teams into execution. I'm also responsible for managing and fostering collaboration between Dojo creatives and external agencies on 'Tier 1' product launch campaign activity.

As the most senior creative in the business, it's also my responsibility to communicate 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.

### Head of Copy

Dojo 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

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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.

Friends + family

Gym + fitness

Music

Cinema

Graphic art

Walks

Horology

Design

Automotive

Travel

## REFERENCES

References  
available on request

Please drop me a line at  
[luke@luke-bishop.com](mailto:luke@luke-bishop.com)

## WORK EXPERIENCE

### Lead Digital Copywriter

LV= 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 – establishing evergreen copy guidelines and style guides, as well as managing and mentoring a team of more junior writers and content creators.

### Lead Copywriter

Wonderbly 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 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 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**.

### Copywriter

HarperCollins 2011-2013

Conceptual copywriter working primarily on OOH and print advertising campaigns.

### Founder / Writer

Bishop & Williams 2010-2011

A short-lived (but very fun) partnership between myself and my D&AD pencil-winning friend, Ben Williams. Clients included: **Howies, OnBlackheath** and **Innocent**.