

## Now is the time for brands to be human.

It's not the best of times for marketers, I admit. And focussing on sales feels like the safest thing to do. But it's also a time when people are more suspicious, most defensive, and least willing to part with whatever they have. So no matter how good a deal you have, the more you try to sell, the more they'll raise their guard.

Now is the time to build a connection with them. Now is the time to humanise your brand. By loosening that tie, sitting down without an agenda, and putting their struggles above every sales target, brands can build a bond that will last beyond any slowdown.

To turn your brand into their empath and make them clutch your hand, you need a writer who can narrate your brand's human story, a writer who can make your brand relatable - like the person they see every day, instead of some random salesperson. And I'm your guy for the job.

I've done it for brands in technology, finance, healthcare, automobiles, electronics, education, real estate, SaaS, cloud services and more. I've done it through films, social, online, press and every collateral a 360° campaign demands. I've done it by presenting to senior stakeholders, partnering with creative directors and strategists. I've mentored teams to do it. And it's been 12 years that I've been doing it.

I'm G Thomas, and here's what I've done.

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### Work

#### **Creative Copy Lead - Punch! (since 2021)**

- Working with strategists to turn the value proposition into a creative strategy
- Leading the agency's creative work to deliver highly effective content
- Presenting ideas to the client and asking them through the thinking and addressing their feedback

#### Highlights

- Worked on a campaign focusing on the well-being of finance professionals while promoting a cloud-based financial software
- Promoted the potential of undiscovered species and generated 971% RoI for a data storage solutions company
- Developed the brand narrative, identity and tone of voice for a cloud communications business

### **Senior Copywriter - The Association of International Certified Professional Accountants**

- We built a campaign reimagining the finance professional's role in the digital age
  - We repositioned the CIMA Qualification as the qualification for impact makers
  - We redefined the value of being an Association member as a unique journey
  - I worked on the Tone of Voice of the Association and trained colleagues
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### **Senior Copywriter - Leo Burnett**

- We made sure women don't miss their calcium supplement - [know more](#)
  - We leveraged the power of sweat to generate water - [know more](#)
  - We made menstrual hygiene easily accessible for women - [know more](#)
  - Won two multi-agency pitches
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### **Senior Copywriter - FCB**

- We rekindled the tradition of families having dinner together - [here's how](#)
  - We took out the burden of favour from the blue-collared work search - [take a look](#)
  - Won 2 multi-agency pitches
  - Worked on a contrasting set of clients. Built the tone of voice for a brand
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### **Copywriter - L&K Saatchi & Saatchi**

- We inspired women to take up self-employment with Tupperware's first-ever communication - check out [film 1](#) and [film 2](#)
  - Partnered the strategy team for McCain Foods' new positioning statement
  - Worked on the launch communication of Huawei in India
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## **Education**

### **Digital Marketing & Strategy**

London College of Communication | 2018

### **PG Diploma in Advertising & PR**

School of Communication & Management Studies | 2007-2008

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**Bachelors in Journalism**  
Maharaja Agrasen College | 2004-2007