Adam Bunker

Content & editorial lead He/Him

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Hertford, UK | London hybrid / remote

Content and editorial lead with 20 years across magazines, agencies and brands. I've led teams of editors, designers, animators and strategists on retainers for Vodafone, Coca-Cola and TomTom, and written for the likes of Red Bull, Shopify and Qualtrics. Outside client work, I practise what I preach: building creative content that audiences love. An audio drama with 100,000 downloads, a YouTube series with 785,000 views, and a video game catalogue with over 15,000 units sold.

20	10+	15+	100k	15k
years in editorial and digital	multidisciplinary team members led	global brands and titles	podcast downloads	game units sold

CLIENTS & PUBLICATIONS Coca-Cola | Red Bull | Vodafone | Shopify | Primark | Sharp | TomTom | Qualtrics | Zühlke | Spirii | DoubleVerify | ProdPad | WalkMe | Eastnets | Liven Creative | The Story Mob | New Scientist | Sky News | T3 | TechRadar

EXPERIENCE

Content strategy consultant & freelance copywriter
Apr 2021 – now

BUNKWORKS LTD

- Long-form and thought leadership for B2B and tech brands: white papers, eBooks, SEO hub content and LinkedIn bylines. Clients include Shopify, Qualtrics, Zühlke, ProdPad, Liven Creative and The Story Mob.
- Messaging frameworks (vision, values, audiences, tone of voice) and website copy, including Spirii's EV charging platform.
- Branded podcast consultancy and editing, including DoubleVerify's *Authentic Ad Matters*.

Senior Content Director
2014 – Apr 2021

Archetype | promoted from Senior Editor (2014–16) and Senior Account Manager (2016–18)

- Led a team of 10+ editors, designers, animators and content strategists across editorial, social and lead-generation retainers for brands including Vodafone, Coca-Cola and TomTom.
- Owned budgets, SOWs and client growth across the portfolio. Managed and grew £250k per year content retainers for both Vodafone and Coca-Cola UK.
- Core member of the agency's new-business team, shaping pitches, proposals and Archetype's own brand voice. Pitches won include Coca-Cola UK and TomTom.
- Set editorial and social strategy; created white papers; conceived and scripted video.

Associate Editor
Nov 2011 – 2014

Republic Publishing | promoted from Senior Staff Writer (2011–12)

- Ran editorial strategy and production for multinational brands and in-house publications, including Red Bull and Vodafone.
- Built content calendars and SOWs, working with a team of partner agencies.

Senior Writer & section editor
2008 – 2011

T3 Magazine & T3.com, Future Publishing

- Wrote, commissioned and edited T3's Work section (business tech and lifestyle), and co-wrote most monthly cover features.
- Wrote news, features and social for T3.com and managed junior editorial staff.

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SKILLS

Leadership
- Team & account management
- Budgets & SOWs
- Pitches & proposals
- Client services

Strategy
- Content & editorial strategy
- Social strategy
- Content calendars
- Messaging frameworks

Craft
- Copywriting & editing
- White papers & long-form
- Podcast production
- Video concepts & scripts

Tools
- **CMS:** WordPress, Adobe Experience Manager, HubSpot, Squarespace, Wix
- **CRM:** HubSpot, Mailchimp
- **SEO:** Ahrefs, LLMrefs, Google Search Console, GA4
- **Design:** Adobe Photoshop, Affinity Designer, Canva
- **AV:** DaVinci Resolve, LumaFusion, Audacity, YouTube Studio
- **AI:** Extensive experience with Claude for agentic workflows
- **Technical:** Unity, Xcode, GitHub, Cloudflare

CREATIVE CONTENT & ACQUIRED AUDIENCES

Multimedia passion projects written, built, published and marketed as a solo creative.



UN/RESOLVED — 100k downloads

12-episode crime audio drama. Wrote, recorded and edited on an iPad Pro; 100,000 downloads and featured by Apple on the App Store.



The Point & Click Devlog — 785k views

YouTube series on making my games: 10,000+ subscribers and 785,000 views, plus an associated Discord server with over 1,500 members.



Narrative video games — 15k sold

Mini Murder Mysteries and *The Biggleboss Incident*, for PC, Mac and iOS: 15,000 copies sold across platforms. Rated Very Positive on Steam (95% and 91%) and 4.6 and 4.7 on the App Store.

RunShoeRotation — 13k monthly visits

Free running shoe finder at runshoerotation.com: a few questions match you to the best two of 259 current models. Reached 13,000 visits a month within weeks of launch.

WHAT PEOPLE SAY

"Adam has been instrumental on leading the digital transformation of our website channels in GB&I."

Sean Kellett
Digital Comms Lead, Coca-Cola

"Adam approaches work with a creative lens that is unique in the business."

Luke Peters
Deputy MD, Archetype

"Working with Adam is a pleasure. He's my first choice for copy."

Sarah Pearson
Client Services Director, Liven Creative

EDUCATION

Creative & Media Writing, Middlesex University — BA (Hons), 2008

Skills, case studies and creative work: bunkworks.net — References on request