
ADRIAN NEWBOULD

Recent Experience

Klick Health

Group copy supervisor

2024-2025

Copy lead on FreeStyle Libre (a division of Abbot Laboratories), a CGM (Continuous Glucose Monitoring) product. Responsible for everything from web copy to consumer and HCP emails, digital advertising and more.

Intent

Senior copywriter (contract)

2011-2025

Senior copywriter working with the Intent team to craft everything from taglines and longform copy, to websites and social media, for clients in healthcare and not-for-profit sector including Hamilton Health Sciences, Ottawa Public Library and Ontario Caregiver Organization.

Diamond Integrated

Senior Copywriter (contract)

2023-2024, Toronto, Ontario

Worked with an integrated team adapting Skip the Dishes US campaigns for the Canadian market, and as copy lead on various projects for TD Bank.

McCann

Senior Copywriter (contract)

2020-2023, Toronto, Ontario

Worked with an integrated team on Melanoma Canada and Bayer Crop Science. Projects included full-scale web builds to CRM, blogs, advertising and more.

FCB

Senior Copywriter

2020-2023, Toronto, Ontario

Served as copy lead for the expansion of the OLG PlaySmart site – a site designed to offer tips and gambling instructions, while minimizing the social and personal impacts of gaming.

More positions available for review on Adrian LinkedIn [profile](#).

Overview

Adrian Newbould is a Sr. Copywriter with 22 years of experience writing for design studios, ad agencies, consulting firms and direct clients. A well-rounded creative, he's crafted work for pharmaceutical companies, enterprise level healthcare systems, small start-ups and Fortune 500 companies alike, covering everything from healthcare to finance, real estate to packaged goods, energy, insurance and more.

A specialist in advertising and branded digital content, including for regulated industries, he's penned TV spots, ad campaigns, long-form editorial pieces, SEO-optimized web content, PPC advertising, video scripts, CRM, social campaigns, and pretty much everything in between.

- Brand development
- Advertising campaigns
- Website and software development
- Corporate reporting
- Internal communications
- Public relations
- Much more

To learn more about Adrian's experience, please visit his LinkedIn Profile: <https://www.linkedin.com/in/adrian-newbould-ba136a1a/>

Achievements

Winner of many recognized creative award/publications in North America. Including a Marketing Award Silver award, along with recognition by Communication Arts, Applied Arts, SocialGood Awards, Registered Graphic Designers of Ontario, Marketing Magazine, and various others.

Instructor at the Humber College Media Copywriting Program in Toronto, Ontario, one of Canada's pre-eminent advertising education programs. 2008 - 2011