

FRANK & JOSEF



Hello.

I'm David, the founder of Frank & Josef.

I'm an award-winning creative from a family of entrepreneurs who's worked with some of the country's biggest brands and most exciting startups.

I've worked in marketing for over 15 years, specialising in copywriting, marketing strategy, and budget optimisation.

[Connect with me on LinkedIn](#)





Copywriting.

Word on the street.

I've been writing copy since 2010 and have a deep awareness of the impact of words. Whether it's catching the eye of a potential customer on a billboard, explaining complex ideas in a way that avoids confusion, or prompting someone to interrupt their day to open an email, I create copy that's effective and engaging.

I've written for brands such as:



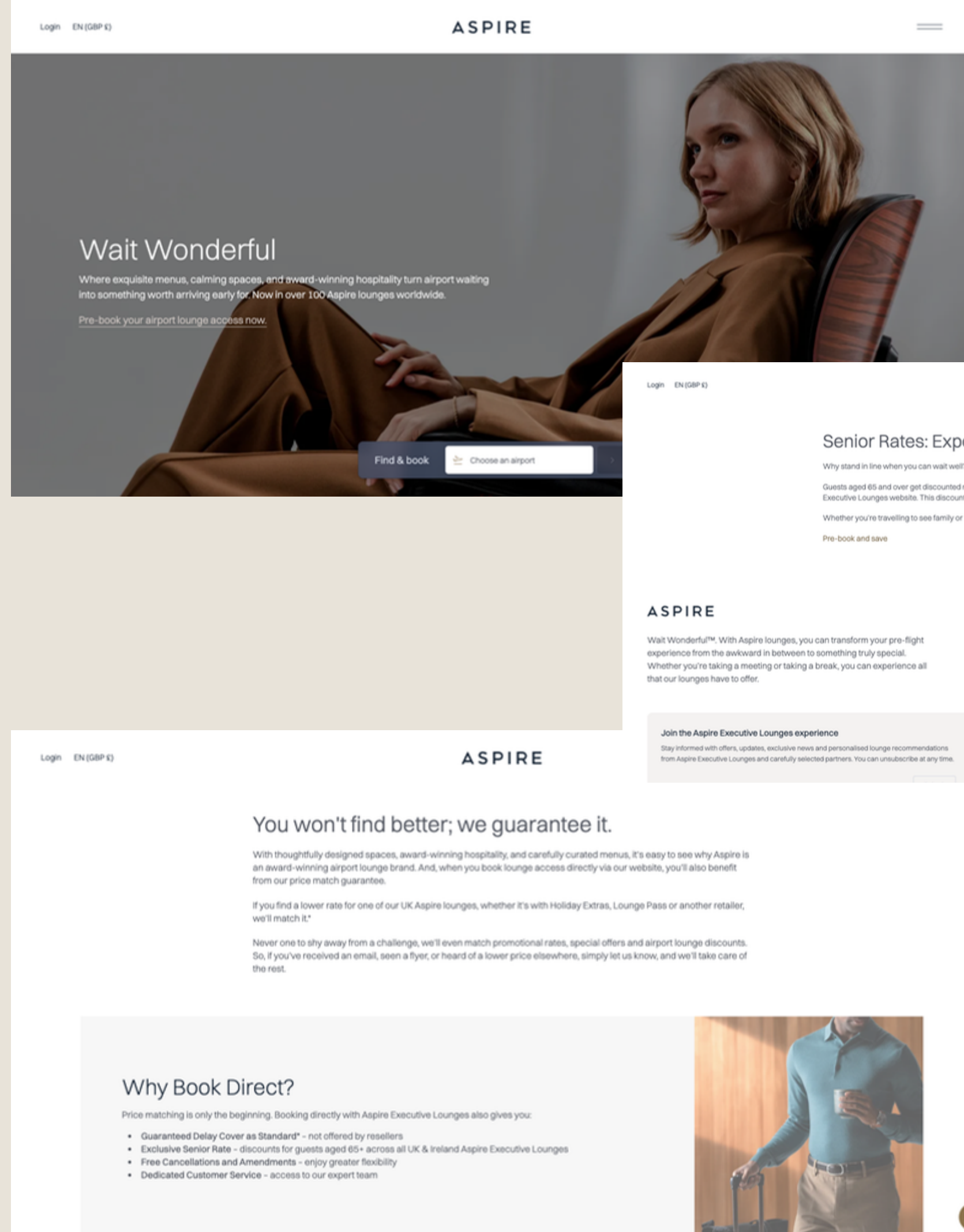
- **WEB COPY**
- **EMAIL COPY**
- **CAMPAIGN COPY**
- **SOCIAL MEDIA COPY**
- **SCRIPTWRITING**
- **TECHNICAL & SPECIALIST COPY**

Asprire by Swissport

- B2B copy
- B2C copy
- Retail marketing copy
- Campaign copy
- SEO-Optimised web copy
- Blogs
- Performance marketing copy
- Operational Handbooks
- Brand Guidelines
- POS display

Aspire by Swissport is a global collection of airport departure lounges located in more than 22 countries. Welcoming thousands of guests each day, their tiered approach to hospitality ensures that airport visitors can spend time in a carefully curated environment, rather than the chaotic hustle and bustle of the terminal.

This long-term project involved developing an interactive sales presentation, writing SEO-optimised web copy, redeveloping copy elements in line with the technical brand guidelines, and creating engaging training and guidance documents for in-lounge staff.





“ David is reliable, consistent and a dream to work with. Never missing a deadline, he can take a brief and deliver quality work time and time again. My only regret is that there aren't two of him, as we would use him as a full-time resource if he had capacity! ”

Hayley Holden

Account Director - Law B2B



“ Working with David from Frank & Josef was the refresh that FOMO needed. Having built an identifiable brand in the equestrian industry, we needed a fresh, more aesthetic look and 'less complicated' copywriting for our products. David helped us to enhance our brand strategy and create useful copy bibles that we could utilise. We would highly recommend Frank & Josef to any business or brand. ”

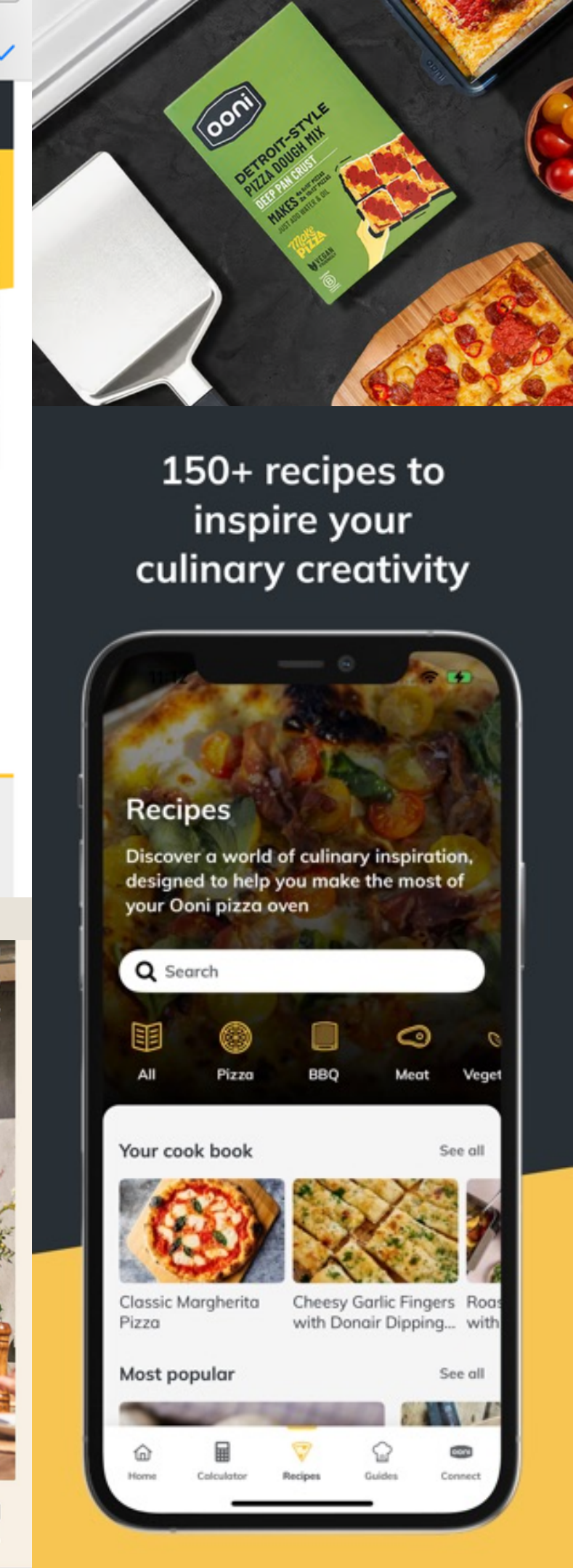
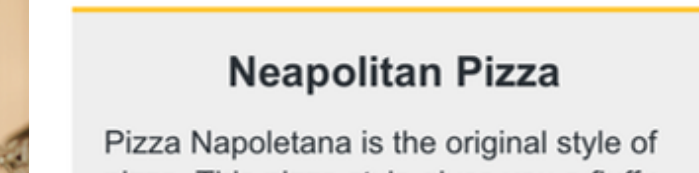
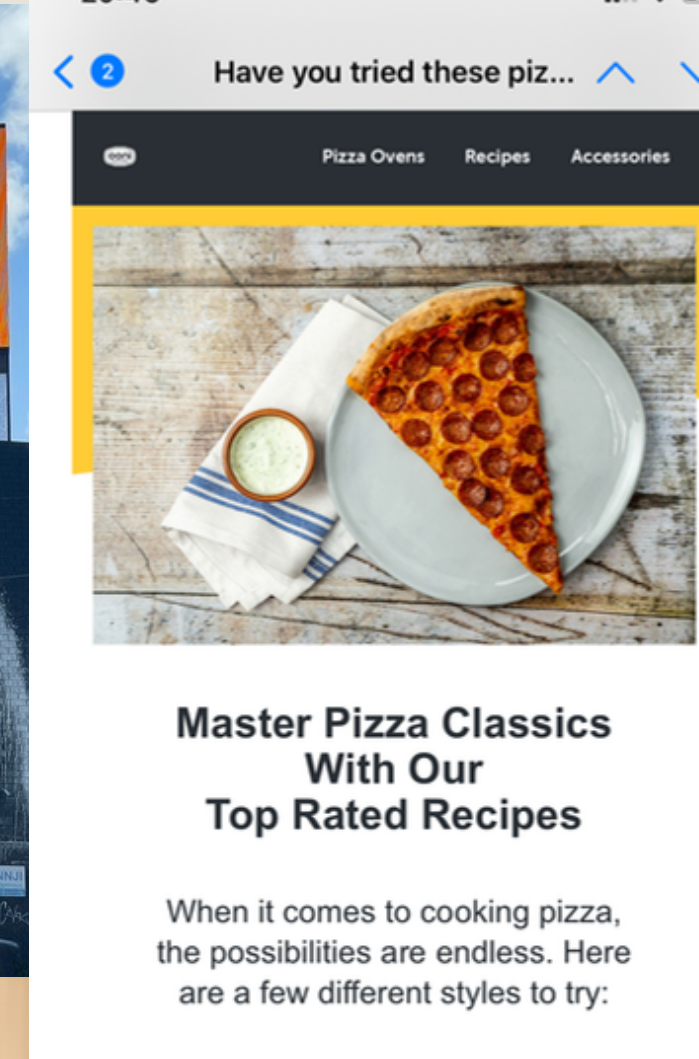
Carmen Cummiskey

Founder - FOMO Body Protectors

Ooni

- B2B copy
- B2C copy
- OOH copy
- Retail marketing copy
- Email copy
- Campaign copy
- Web copy
- Scriptwriting
- Blogs
- Performance marketing copy
- PR materials
- Product naming
- Packaging copy
- Customer service copy
- Recipe writing

Ooni sells cutting-edge pizza ovens to consumers around the world. During my time as the lead copywriter for the UK and ANZ regions, I created new processes, worked on global campaigns, and worked with the product team to distill complex ideas into engaging and easily digestible copy.





“ David has revolutionised the brand tone of voice, infusing our website and email content with a unique flavour, presenting compelling and high-converting copy.

From the moment he became a part of the team, he quickly identified the clear gaps in the existing copywriting approach, defined the steps necessary for optimising inefficient copy-creating processes and ensured clear communication with all stakeholders involved. David has always ensured that all parties were heard when producing intricate content pieces that needed to maintain a consistent brand message while convincing consumers to make a purchase.

Choosing to work together with David has been one of the best decisions made in a long time. He brought his unique perspective and his impeccable work ethic into the team. No matter the project's difficulty, the challenges met along the way, or the tight timelines, David has always delivered high-quality work and met all deadlines. ”

Emilija Hanna

Head of Digital Marketing - Ooni



“ Working with Frank & Josef has been one of the best decisions we've made for our business. David has been an incredible asset; his feedback and advice on our marketing strategies have helped us so much. He brings a level of clarity and insight that's hard to find, and he genuinely cares about getting results.

Every session leaves us feeling more focused, more confident, and better equipped to grow. Highly recommend to any business looking for smart, honest marketing support that actually moves the needle.

”

George Kenchington

Founder - RK Create

Dobbies Garden Centres

- B2C copy
- OOH copy
- Retail marketing copy
- Customer loyalty copy
- Scriptwriting
- Specialist/educational content
- Research
- Proofreading

Britain’s leading garden centre brand, Dobbies has millions of customers throughout the country. They engage with consumers via direct mail trade drivers, a magazine sent to loyalty club members, and a series of free workshops.

I was responsible for creating content (including scripts, online activities, and gardening advice) for both the “Little Seedlings” kids workshops and the “Grow How” educational sessions for adults.

Workshops - including March’s “Beyond the Secret Garden” regularly sold out, ensuring that customers were drawn into Dobbies’ stores.

dobbies
LITTLE
SEEDLINGS

THE SECRET GARDEN



Grow How Workshop August 2025 – Script

Workshop Name
Grow Your Own

Requirements

The host will need the following:

- Seed trays
- Selection of pots (to show sizes)
- Plant labels
- Flower seeds/young plants
 - California Poppies
 - Sunflowers
 - Sweet Pea
 - Marigold
- Fruit seeds/young plants
 - Tomatoes
 - Blackberries
 - Strawberries
 - Fruit Bushes
- Veg seeds
 - Cucumbers
 - Peppers
 - Radishes
 - Onions
 - Herbs
- Bulbs (host to choose a selection to show)

dobbies
garden centres



LOOKING AFTER YOUR SECRET GARDEN

This month, we had lots of fun learning about gardens from books. We even got to make our own Secret Garden to take home and care for



What should I do with my Secret Garden when I get home?

- > Your seeds need water to help them grow, but be careful not to give them too much, as this can cause problems with their roots. Check the soil every day, and only water if it begins to feel dry
- > Place your Secret Garden somewhere where it will get plenty of light but out of direct sunlight
- > Some seeds sprout faster than others, so don't worry if you notice growth in one part of your Secret Garden
- > Covering your tray with clear plastic or a lid can help keep the seeds warm and moist, like a little greenhouse. Once the seedlings begin to grow tall, you can remove the lid
- > As the plants in your Secret Garden grow bigger, you can plant them outside or move them to their own individual pots

We'd love to see your Secret Gardens as they grow, so be sure to share some photos

@dobbiesgardencentres
@DobbiesGC

dobbies
LITTLE
SEEDLINGS

BEYOND THE SECRET GARDEN ACTIVITY SHEET (8-10 YRS)

COLOUR IN THE SECRET GARDEN DOOR

Can you colour in the door to the Secret Garden?



CRACK THE CODE

Can you crack the code and answer these secret questions?

A	B	C	D	E	F	G	H	I	J	K	L	M
1	2	3	4	5	6	7	8	9	10	11	12	13
N	O	P	Q	R	S	T	U	V	W	X	Y	Z
14	15	16	17	18	19	20	21	22	23	24	25	26

What is the name of the little girl in "The Secret Garden"?

13	1	18	25

Where does James fly to in the Giant Peach?

14	5	23		25	15	18	11

What subject at Hogwarts is all about magic plants?

8	5	18	2	15	12	15	7	25

DID YOU KNOW?
Wolfsbane, a key ingredient in potions in Harry Potter, is a real (and poisonous!) plant





“ David's approach to copywriting is simple: get all the information, gather as much insight as possible, and then deliver work infused with his unique blend of commercial focus and creative flair.

By introducing key processes and working closely with project managers, David ensured the copy he and his team created was engaging, timely, and accurate. His work also consistently retained the brand's tone of voice even when explaining complex technical details.

Working with David was a pleasure. He was collaborative, detailed, and focused, with the ability to perform well under pressure, ensuring deadlines were met without sacrificing creativity or thoroughness. His ability to understand the nuances of creative and copy needs across various touchpoints within the business is his superpower.

”

Jaclyn Clark

Vice President, Marketing - YourFleece.com



“ From the moment I first met David, his passion and attention to detail for marketing and brands were impressive. If I could have poached him for my own business, I would have! His forward-thinking and efficient manner meant things were actioned and projects were delivered.

From swimming pools to pizzas, he has the vision to bring a brand to the forefront - a dynamic thinker and genuinely nice guy.

”

Karen Somerville

Founder - Angel's Share Whisky



Brand Development.

Identity, with intention.

From shaping the way global brands talk to their audiences to literally jumping in the deep end to art direct a photoshoot in a pool, I've helped brands refine and elevate their offerings. My approach when it comes to brand development? Think strategically, then drill down and deal with the detail.

I've worked with brands such as:



Ochil Tower School
Camphill Community

BEN MERCER

- **BRAND STRATEGY**
- **BRAND COMMS**
- **TONE OF VOICE**
- **CREATIVE DIRECTION**
- **ART DIRECTION**
- **PARTNERSHIPS**



“ David's approach to marketing strategy is thorough, impactful, and practical: he takes time to understand your business challenges, analyse your market position, and develop solutions that blend strategic thinking with creative execution.

His brand development work consistently strengthened our market presence while maintaining authenticity in our brand values. His creativity ensured several of our campaigns achieved strong, global traction – something that was well beyond our original budgetary means or reach.

David has an eye for detail and gaps that I have not often come across, ensuring a deep and tested approach with few risks. His passion, work ethic, and creativity are unrivalled.

”

Ryan Carenduff

Chief Strategy Officer - Skillfluence



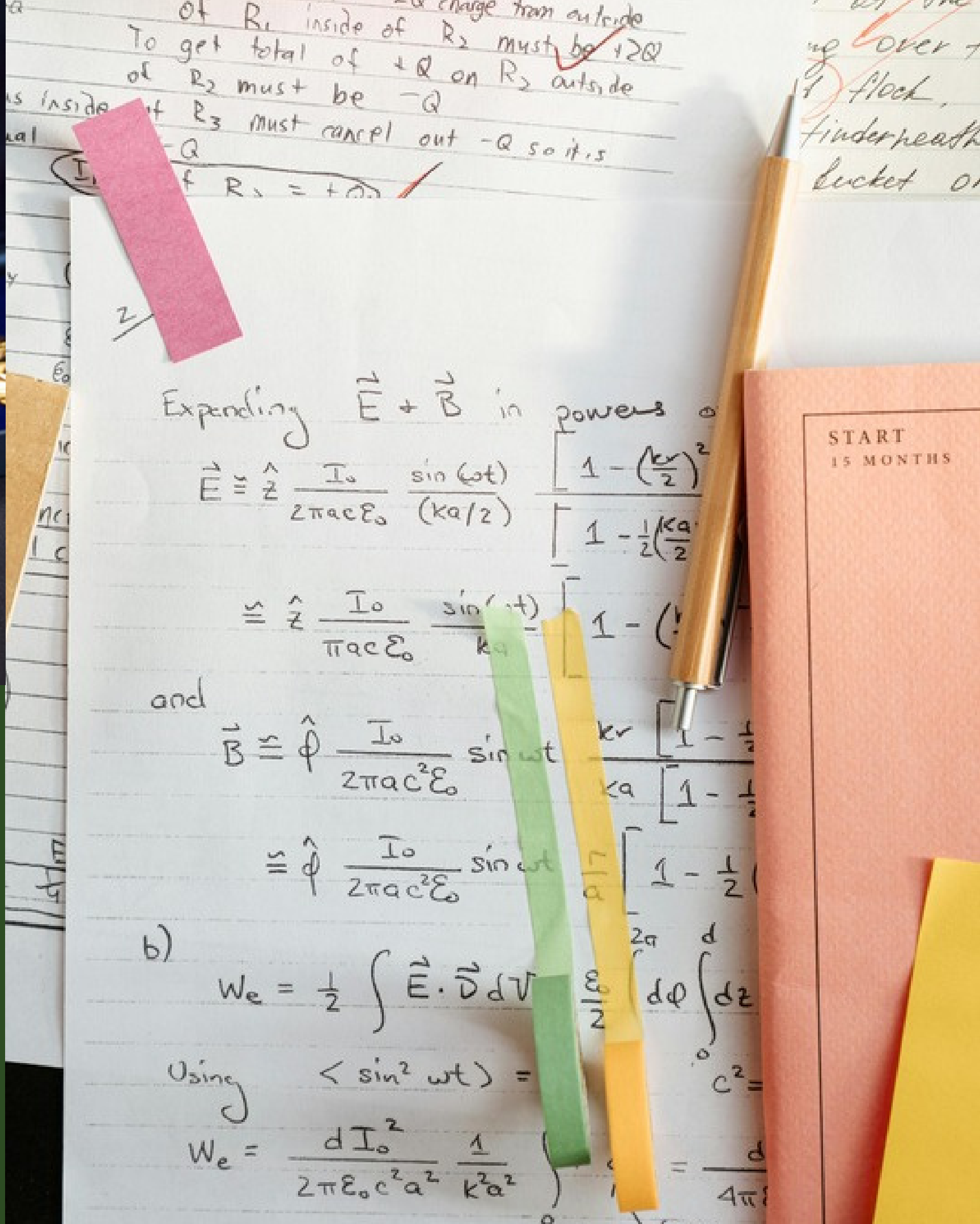
“ Working with David on the development of our brand was both enjoyable and rewarding. He was able to immediately get a grasp of what we wanted to achieve and show us how to get there.

David undertook a lot of research to understand our organisation and the environment we operate in, which meant that his recommendations for the brand were always incredibly focused and pragmatic. We're delighted with the work that David did.

”

Katie Wylie

Fundraising Manager - Ochil Tower School



Marketing Strategy.

The way ahead.

From sport to startups, tech to toys, I've worked with organisations to develop and deliver marketing strategies that deliver results. Whether it's dinner for 300, a new-look website, or a targeted email campaign, I work collaboratively to set objectives, assemble the right assets, and then measure successes. Taking things from big idea to flawless execution is my speciality.

I've worked with organisations such as:



Ochil Tower School
Camphill Community



- **STRATEGY DEVELOPMENT**
- **MARKETING AUDIT**
- **WEBSITE DEVELOPMENT**
- **CAMPAIGN IMPLEMENTATION**
- **EVENTS**
- **BUSINESS STRATEGY**



“ I’m not sure if it’s because he’s the son and grandson of a barber or if it’s his own business/marketing background, but David gets it. He’s given my business incredibly valuable marketing advice, challenged my thinking, and been a great sounding board for new ideas.

David’s approach to marketing is perfectly suited for busy people and small business owners, I guess because he’s seen it all firsthand. Can’t recommend him enough.

”

Craig Neill

Founder - UNTITLED Barber Club



“ Working with David was all about collaboration, right from the start. He asked insightful questions, drilled down into our data, and had conversations with our team that were both insightful and fun.

David then delivered work that was fresh, customer-focused, and on-brand. His ideas were firmly rooted in the brief, yet showed an abundance of creative flair and practical thinking.

”

Louise Stewart

Client Services Lead - Sainsbury’s Bank



FRANK & JOSEF

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