

SUZANNA CARDASH

Screenwriter/Scriptwriter – Bath and London, UK

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PROFILE

In the last year I've started doing what I should have done years ago: working as a scriptwriter and screenwriter and building a body of work (Drama) that's getting noticed – by tutors, producers and in contests – as part of my MA.

An ex-actor who used to devise and write and tour TIE plays, I've spent most of my career as a professional copywriter, feature-writer and magazine editor. Additionally, I've edited and ghost-written books, composed 800-lines of a complex rhyming verse tale in perfect meter and published a contentious novel under a pseudonym I'm not telling you. Obviously.

A non-stuffy grammar pedant with an eye for typos and errors, I enjoy client liaison, negotiating and presenting too. Hence I have a superb pitch win record and several creative awards to my name. Through-the-line copywriting work has included concepts, headlines, and copy for ads, websites, brochures, direct mail, TV, radio and video.

I'm a small woman with big ambitions for my scripts. People other than my mother tell me I'm friendly, down-to-earth, dynamic and creative. Apparently I can make them laugh and cry in a good way. Can we talk please?

EDUCATION

BA: Theology and Philosophy, 2.1, University of Kent at Canterbury

MA: Scriptwriting for Theatre, Radio, TV and Film, Bath Spa University 2019

Freelance Journalism (NUJ-accredited), City University, London

Conceptual Thinking workshops, D&AD, London

Website: www.zannac.co.uk

IMDb: <https://www.imdb.com/name/nm4196674/>

LinkedIn: <https://www.linkedin.com/in/suzanna-cardash-56425210/>

SCREENPLAYS

Voyeuse

Winner: Olympus Film Festival, LA, Best Pilot Screenplay 2019

Finalist : Out Of The Can International Film Festival, UK, Best Pilot 2019

Semi-finalist: Hollywood Just4Shorts Film and Screenplay Competition, UK

Only Thou

Hooked

THEATRE

Caged Bird (in discussions with a well-known producer – TBC)

Short and Curlies

Voices

Ned's Head

Departures

SCRIPT CONSULTANCY

Voices (short film produced 2019)

Mar 2017-Aug 2018 Digital Copywriter/Content Producer – University of Bath

Interviewed 30 academics on their ground-breaking international research (science, engineering, maths, psychology, sports technology) and write in-depth case studies. Also transitioned web content from OpenCms into a complex content publisher system and fresh design. Worked in an Agile environment, devising personas, initiating improvements to functionality and constantly iterating to ensure the best possible user journey and site experience. The role included writing and editing engaging structured content; selecting, resizing and adding images and video; tracking user journeys via Google Analytics; and comparing competitor activities and digital strategies.

2015-2018 Writer/Editor/Feature Writer – Zanna C, Bath

Copywriting, web writing, copy editing, feature writing, script and screenwriting, proofreading, voiceovers and client liaison. Consumer clients include companies such as the UK's leading sex toy company, Lovehoney, the Tasburgh House Hotel and Childcare Bath; B2B clients include employer branding consultancy Vocal Research and PM Results.

2011-2012 Editor and feature writer – Four Bath magazine, Bath

Planning and writing features, interviewing interesting people for articles, subbing, proofing, managing flat plans and designers and photographing interviewees, products and workplaces.

2004-2015 Creative and Managing Director – The Advertising Shop ad agency, Bath

Concepts, copy and occasional art direction for ads, websites, literature and radio commercials. Clients included Olympus Cameras, Royal United Hospital, The Jane Austen Centre, Focus Counselling, Jennifer Newman Furniture Design, Westgate IT, David Fairclough Cosmetic Dentistry, Northgate Training, Sturland, The Pole Company, CarbonPaid and Rossiters department store. Won an FSB award for Best Microbusiness in the South West. Client liaison, managing teams/suppliers.

1996-2004 Freelance Copywriter – London

The usual copywriting stuff. Clients included Orange, Mars, BT, Cap Gemini, GCHQ, The Home Office, Capita Ras, British Airways, Forte Hotels, First Choice, The Whitbread Group, NHS Trusts, Herts Police, GlaxoSmithKline, Pricewaterhouse Coopers, HMV, Safeway, British Waterways, Nando's. Created award-winning websites for Mars, Tesco and Comet and won awards for a Herts Police poster and SmithKline Beecham ad.

1995-1996 Travelled extensively

Backpacked in Europe, Syria, Jordan, Iran, Pakistan, India, Nepal, Thailand, China, Bali, Australia, New Zealand, Fiji, Mexico, US including Alaska, Brazil, Paraguay, Argentina, Bolivia and Peru.

1994-1995 Senior Copywriter – PA Consulting Group Advertising, London

Clients included BP, Midland Bank/HSBC, SmithKlineBeecham, Nationwide, British Gas, Allied Dunbar, Dolland & Aitchison, Thames Water, Esso, Sunday Times, Friends Provident. Also trained and mentored creatives, ran workshops and was part of the client-facing team.

OTHER SKILLS

Ex-professional actor and voiceover artist. Mac and PC-literate, use Word, QuarkXpress and have basic knowledge of PhotoShop, InDesign, Excel and Powerpoint. French speaker to a reasonable level.

LINKS TO WORK

[Magazine Tearsheets - Suzanna Cardash.pdf](#)

[Copywriting and Design portfolio - Suzanna Cardash.pdf](#)