Oliver Hackett Watson

Copywriter – UX & UI Copy

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PROFILE

Copywriter with 7+ years' experience writing UX and UI copy for major consumer brands, currently leading copy across Virgin Media O2's biggest customer experience initiatives. Specialises in turning complex ideas into clear, compelling, and persuasive copy through user testing, behavioural insight, and research to justify decisions.

KEY SKILLS

UX and UI copywriting across web and app · Content design · AI prompt writing and governance · CRO and A/B testing · SEO copywriting · Tone of voice and brand guidelines · Stakeholder and PO management · Figma · communications · IVR

EXPERIENCE

Virgin Media O2 – Digital Copywriter — 2020 – Present

Writing UX and product copy across Virgin Media O2 and core customer experience teams, moving across initiatives as priorities shift.

- **Writer AI –** Testing a third-party AI tool's ability to create mass communication over multiple campaigns.
- **NDA –** Led UX copy strategy, details withheld
- **AI Guild –** Founded and led Virgin Media O2's AI Guild, exploring how generative AI is used across copywriting, and wrote and refined prompts to train LLMs and scale email production.
- **MyVM App –** Wrote UX copy for the app, merging Virgin Media and O2 into one product covering bills, service issues, data usage, offers and Priority. Took it from concept to a working prototype in seven months.
- **XSUS –** Led CRO and SEO copy testing on VM's upgrades and offers store; A/B testing showed active, personal language (“Save”, “Your”) and a softer approach to cancellation deflection consistently outperformed harder sales copy.
- **Billing and Payments –** Wrote self-service billing content (bill guides, arrears notifications, SEO help pages), a one-time PIN payment flow, and resilient IVR journeys letting customers with debt or restricted accounts pay by phone without an agent, reducing avoidable contact-centre calls.
- **ACE –** Turned a multi-step paper bereavement process into a single online journey, adapting tone for family members, solicitors and executors. Wrote eligibility and upgrade journeys for Essential Broadband Plus (Universal Credit customers) and Wi-Fi Max Pod orders. Led campaigns for Black Friday, winter sales and Sky.
- **Braze –** Wrote cross-channel campaign copy (SMS, email, letters) for Wi-Fi upsell, engineering updates and fibre-switching journeys, working to a single consistent brand voice across the customer lifecycle.
- **Home Movers –** Partnered with a designer to write an end-to-end moving-home journey, covering account closure, new account setup and final billing.

Rufus Leonard – Copywriter — 2018 – 2020

Progressed from supporting senior partners with proofreading and ghost writing to leading copy across a broad portfolio of agency clients.

- **The Gym Group –** Worked with the UX team to write The Gym Group's chatbot (an alternative to their call centre) and FitQuest content, plus site-wide UX/UI copy. Work that contributed to Rufus Leonard's DXA'19 Bronze and Marketing Week Masters industry awards.
- **British Gas / Centrica –** Wrote and shaped tone-of-voice guidelines for British Gas and its Local Heroes sub-brand under the Centrica umbrella, covering brand principles, device copy and the Frontify guidelines platform; ran an empathy audit on customer communications and tested British Gas's writing tool.
- **WWF –** Wrote UX copy and push notifications for My Footprint, a challenge-based sustainability app, applying nudge theory and BJ Fogg's Behaviour Model to encourage small, repeated actions.
- **London Stock Exchange Group –** Wrote an internal-mobility campaign and HR narrative, including a messaging matrix and multi-year roadmap, to encourage employees to build careers internally rather than leave after receiving bonuses.

EDUCATION

BA Philosophy and Film – Keele University