




CAN I GET YOU OUT OF A HOLE?


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A MAN WHO'S A WAY WITH WORDS,
NOT AWAY WITH THE FAIRIES

HIGHLY-EXPERIENCED FREELANCE BRITISH COPYWRITER for HIRE - ONSITE or ONLINE, and DURING UNSOCIAL HOURS, to BEAT 'IMPOSSIBLE' DEADLINES

Could you use a freelance British copywriter with 20 years' experience of generating copy for international blue-chips? Because, though I'm almost always working*, I can probably create the bandwidth right now to give you the expert help which you need.

* A good sign!

Public profile @ Linked In:

www.linkedin.com/pub/paul-dunwell/4/826/671

Freelance website:

www.pauldunwell.co.uk

Freelance portfolio including CV:

www.pauldunwell.co.uk/samples/index.htm

Small business website in 12 languages:

www.ads-infinitum.co.uk

Small business portfolio:

www.ads-infinitum.co.uk/ADS-INFINITUM-SHOWDISK/index.htm

Let's deal with the credentials. Over 30 years ago, at 22 and before I took my first degree finals, I was Britain's youngest Lecturer in English. At 25 I was its youngest Examiner in English. But I have a background that spans Swiss-based general commerce (including reinsurance and a little banking) and international blue-chip market intelligence (precious metals and fuel-cell systems). I have an MBA Part I but was educated to masters level twice. And I am a member of the exclusive and prestigious 'high-intelligence' organisation British Mensa (with an IQ of 149 by their reckoning, I've won 2 national competitions of the 6 I've entered).

So, even on the basis of these criteria alone, I have what is likely to be a unique hybrid profile. Yet I am known for my creativity and an epic sense of humour that is often aired in the British media (usually *The Independent* newspaper and on BBC Radio 2, the biggest station in the world). I was a lecturer for 9 years so I can fairly claim to be a very strong presenter in the boardroom. And I've been an account manager who's organised multilingual pan-European marketing communication materials for market-leaders. In a nutshell, then, I'm most certainly capable of creating an entire campaign, even an identity, from scratch. But I'll take on any job, no matter how big or small it is, and be happy to just sit and generate the copy solutions that your business needs.

Indeed what I am happiest doing is generating copy. Over the last 20 years I've written for almost every sector imaginable. In recent times that's included Mercedes, Saab, Pfizer, Saxo Bank of Denmark, Unilever (on beauty), Rome Chamber of Commerce, Illy (coffee), AgustaWestland (the helicopter manufacturer, and Finmeccanica their Italian defence owners), HP, Coca-Cola, NACCO / Hyster (the materials handling truck manufacturers), and FedEx. But historically I've written for consumer goods and construction, fashion and footwear, banking and booze. Recently it's been pharmaceuticals. There's not much I've not done! Sadly I won't write for tobacco companies, for gambling or for porn. Yet otherwise I'm flexible and versatile. And I'll generate solutions for anything you need, whether it has to be mind-numbingly technical or humorous.

Usefully I am willing to work online or onsite pretty-well anywhere, during unsocial hours, and have a reputation for meeting supposedly-impossible deadlines. I'll also take on the jobs that nobody else wants to do (because they involve long copy or joined-up-thinking, or for some other reason they'll have your staffers edging towards the door or hiding under their desks). Given my productivity I'm not expensive - and I'll give you an immediate and free fixed-price quote too, for an entire job including any amends to fulfil the brief, which means that you have the reassurance of knowing that you can operate within a capped budget. And, lastly, if I'm working online for you then you're welcome to chat with me during your own local business hours (wherever you are in the world) over Skype. If that's in the middle of my night then it's my tough luck!

So you have my details. Please feel free to use them to contact me next time you're in a hole!