

CURRICULUM VITAE**Paul L. Dunwell MBA (Part I), B. Ed. Hons., Cert. Ed.****Copywriter (& Account / Project Manager or Creative Director)**

Last update April 2014

'A man who's a way with words - not away with the fairies.'**SUMMARY of CAPABILITIES:**

Once the UK's youngest Lecturer and Examiner in English, I am a highly educated, hugely experienced and exceptionally versatile Copywriter. But I have a great track-record in Swiss-based international blue-chip Market Intelligence for complex products too. I have a formal education in Business Administration. And I have proved myself to be a highly competent Account Handler and Project Manager.

See my LinkedIn profile at www.linkedin.com/pub/paul-dunwell/4/826/671

POSITION SOUGHT:

Freelance / Project / Contract Writing (may include Account and Whole-Project Management or Creative Direction).

Would definitely consider an exceptional full-time permanent role - ideally utilising as much as possible of my background, qualifications, experience, abundant energy and creative abilities.

CRITICAL INFORMATION:

Born in Loughborough, UK on 20th April 1956. British citizen. NINo: YZ 904732 B. Christian. No criminal record or dependencies. Drives

CONTACT DETAILS:

6 Titchfield Drive, Elstow Brook, Bedford MK42 9FB, Great Britain.

Tels +44 (0) 1234 470 249 and +44 (0) 77 4947 3052

Websites: www.pauldunwell.co.uk and www.ads-infinitum.co.uk (this 2nd site is my own conduit for more complex freelance collaborations)

Email: pld@pauldunwell.co.uk

Skype: paul_dunwell

DOMESTIC STATUS:

Divorced, with 4 children (Hannah, Luke, Natasha Beth and Joshua).

EMERGENCY CONTACT:

In emergency contact Mrs Usha Abid (friend) on +44 (0) 777 3123 717

AVAILABILITY:

Immediate usually possible by negotiation; location - including overseas - no obstacle. (Have worked in Switzerland, the United States of America and Holland before.)

PACKAGE SOUGHT:

For Freelance, ordinarily £ 50 (75 Euros or US\$100) minimum per hour (plus any extraordinary expenses) but some flexibility for bulk jobs.

CURRENT OCCUPATION:

(since 1992 excl 1997-1998)

Freelance Writer (with the exception of a full-time position during 1997-1998 as Senior Account Representative). Employed to generate ideas and write copy to suit, expanding to project management encompassing organisation of photo-shoots, design and artwork, website construction and print – as well as overseeing all aspects of the creation of radio ads, disk-based multilingual and/or multimedia solutions.

**CLIENTS SERVICED
INCLUDE:**

21st Century Teachers, Abbeygate Communications, ABB Steam Turbines, Academic Appointments, Academic Solutions, Acquire a Teacher, Acquire a Tutor, Advantage Education, AllClear Laser Eye Clinics, American Express, American Intercontinental University, AMPL, Angelshade, ANZUK, Apollo Teaching, Arab Business Report, Arête, Askews, ASK/InFocus Projectors, A Star Teaching, Baldwin & Obenauf, Balfor Education, Barkers Scotland, Barrakav Properties, Base 1, Beaver Medical, Berkeley Homes, Bluwbox TV, Bookworm Tutoring Service, BPI (British Plastics Industry), Bradford Council, Bright Teachers, British Airways, British Gas, Bryce Europe, BT, Cactus Display, Chamberlain Corporate Advisors, Conservatory Warehouse, Carvill Homes, Community Health Group (CHG), Citrix, Classroom Call, Clyde Radio, Coca-Cola, Condor Film, Connex, Corkers, Crane, Coutts Bank, Deep Red, Digital, Dimensions Fitness Club, DJM, DRS, EMP Business Intelligence, Education 365, Evgeny Samoyloff (Russian concert pianist), Explanar Golf, Falkirk Health Club, FedEx, Finex, Finmeccanica / AgustaWestland, Frame Cunningham, Fujifilm, Future Education, Freeserve Motorist Club, Galt/Hope/Premier Educational, Gamas Electrical, Glamorgan University, Gordon's Ginzing, Guardian Newspapers, Gulf Air, Gyrographic Communications, Hampstead Partnership, Happy MFL Holidays, Hertz, Howard Michael Promotions, HP, Hyster, Inmark, Interfone, InTouch, ITP Education Resourcing, Johnson & Johnson, Keep Education, Key Stage Education, Kodak, KP Nuts/Skips, languages4londonSchools, Ledger Bennett Executive Recruitment, Lindt Chocolate, Living France, Macmillan Cancer Relief, Manweb, Marti Ogilvy & Mather, Ortho McNeil, Masterclass Education, Masterclass Nursing, McAlpine, Mepha Pharmaceuticals, Mercedes, Mitsubishi, Monarch Education, New Sulzer Diesel, Nissan, Nord Anglia, Office for National Statistics, Northamptonshire Partnership, Orange, Ortho McNeill, Panther International, Parity Training, Parker Baines, PayPer Box, Perception Design, Pfizer, Premier Education, Primary Supply, Professional Educators Direct, Providence University Taipei, Quality People, Radio Clyde, Record Doors, Rialto, Rieker Shoes, RJC Agencies, Rogerson, Rome Chamber of Commerce, Rothschild Assurance, Saab, Saatchi & Saatchi, Safety Net, Samsung, Saxo Bank of Denmark, SCA Packaging, Schaefer and Partner, Scotland in Business, Scottish Enterprise, Scottish Power, Scott Stern, Secondary Supply, Sensodyne, Select Education, Servoca Dream, Shoestring Holidays, Sonic Software, Smartways/ Lanspy, SOSS Hinges, Spaceminster, Stafflex, Standard Chartered Bank, St. George Homes, St. James Homes, Strathclyde Passenger Transport, Sun Microsystems, Supply & Demand, Tait & McLay, Taxi Studio, Teaching People, Teaching Personnel, The Colour Edge, The Sunday Mail, Taipei Airport Authority, The Tanning Shop, TNS, Tussauds Group, The Hyatt, The Wine Corporation, Verity Education, Vitae Recruitment, Volvo Penta, visual i, Vu 2 Media, West Lothian Council, Woolworths, World Islamic Economic Forum, Write Authors, WSPA, Wyevale Garden Centres, Zas Film ...

**COMPLIMENTARY
CREATIVE INTERESTS:**

Since winning one of British Mensa's annual writing competitions I've had some approaches from publishers regarding speculatively written work including *¿Suspend Your Disbelief¿* (a volume of interrelated tales of the unexpected), *Writers Bloc* (a trilogy of interrelated yarns about writers) and *Terminally Warped* (a sci-sat saga). My illustrated work *Tim's Terrific Tent* is currently with a major publisher.

EMPLOYMENT 1997-8:

Senior Account Representative (Account Handler & Copywriter) for Imarco Marketing Communications.

RESPONSIBILITIES:

Employed to generate ideas and write copy to suit, expanding to project management (organising photo-shoots, supervising design and translations etc.). Principal responsibility was for Volvo Penta's European marketing materials including the London & Dusseldorf boat shows, much of that copy going into several languages. Some involvement with other clients (e.g. writing 'Thinking Beyond the Box' slogan for SCA Packaging).

PACKAGE:

£ 32 K plus car, fringe benefits, etc.

REASON for MOVE:

Sexual harassment by one of the two joint MDs, a male. A very good testimonial (obviously not mentioning this) is available.

EMPLOYMENT 1991-2:

Swiss-based Marketing Consultant [Cogenerative Power Systems for I/A/CH] Kinetics Technology International, Zoetermeer, Holland.

RESPONSIBILITIES: Investigating the Fuel Cell / Cogenerative market. Self-starter (see testimonial). Organising own schedules entirely. Open contract, with a daughter-company of German Mannesmann. Working for old business associates in the highly-specialised eco-sensitive power industry.

PACKAGE: sFr 6660 p.m. (approx £ 38 K) for 20 hours per week.

REASON for MOVE: The new company, Heron Exergy, which KTI's New Energy Projects was founding, lost the support of KTI's new MD and Mannesmann, KTI's mother company, which had just sustained an 89% slump in profits). Heron Exergy and KTI thus parted company in a wave of litigation! (I stayed out of it!) A testimonial is available.

EMPLOYMENT 1990: Assistant Marketing Manager [b2b Platinum Applications] Platmar SA, Lugano, Switzerland.

PACKAGE: sFr 6660 p.m. (x13) (approx £ 38 K) plus fringe benefits

RESPONSIBILITIES: Market research and evaluation, generation of ideas, autonomous (see testimonial) correspondence and substantial international travel - principally but not exclusively in Fuel Cell technology. Some other involvement in PGM materials technology for platinum jewellery, autocatalysts and vehicle engines. I had to identify, learn and comprehend a considerable body of information in a very short time-span, and utilise that knowledge to discuss collaborative developments at managerial level with businessmen, engineers, politicians, bureaucrats, trade associations, publishers, academics & materials scientists. I was generally free to pursue my own initiatives and organise my own work and travel programme.

REASON for MOVE: Impala, the South African mother company, made severe reductions in Swiss staff (ca. 70% originally, when all Swiss-based marketing was relocated in South Africa to economise and to capitalise on the imminent end of sanctions). My redundancy coincided with the MD's. Despite (or because of) its massive profits, Platmar ceased trading in March 1992 when it had evidently outlived its usefulness as Nelson Mandela was released. Impala moved the sole survivor from the Swiss operation to London, but after 2 further rounds of redundancies he too lost his job. My post at KTI arose from positive and lasting business relationships developed whilst at Platmar SA.

SECONDARY EDUCATION: Bridlington Grammar School for Boys (1967-74)

GCE Oxford & Cambridge Board Passes:

Advanced Level: History, English and Art (1974)

Ordinary/Advanced Level: General Paper (1974)

'Use of English' (1973)

Ordinary Level: Physics (1973)

Ordinary Level: SMP Mathematics, Geography, Art, History, English Literature and Language (1972)

UNIVERSITY EDUCATION: Sheffield University Institute of Education (1975-79)

(FULL-TIME) Cert. Ed. (1978) Qualified teacher status at Dual Advanced Main (Secondary) Level. DES # 75/74.071.

B. Ed. (Hons.) Class II [i] (1979) Dual Honours Degree (Academic, NOT Teaching!)

UNIVERSITY EDUCATION: Exeter University (1986-87)

(PART-TIME) The first 5 terms of a 6-term M. Ed. in Curriculum Studies

Due to submit my thesis (which was largely complete and ahead of schedule) my studies were interrupted by my emigration to Switzerland to take up a new post. By this time political events in the UK (principally the imposition of the national curriculum) had devalued my course.

UNIVERSITY EDUCATION: Open Business School, Open University (1993-94)

(CORRESPONDENCE) I returned to the UK to study for my MBA, and passed the MBA (Part I) - also known as 'The Competent Manager's Certificate'. (Results: 70% Overall, 78% Exam.) I intend to complete the MBA Part II at some point, and may utilise credits from my M. Ed. (in demonstrably managerial components) to do so.

MBA COURSE COMPONENTS: Managing People, Accounting & the PC for Managers, Marketing in Action, Planning & Managing Change, Information Systems & IT for Managers, Managing in the Competitive Environment.

CAREER AMBITIONS: I remained in my first post in Education for 8 years. Originally, appointed at 23 and before I even graduated, I was perhaps the youngest Lecturer (and later GCE Examiner) in Britain. Since moving to Commerce I've developed my capabilities very significantly - in ways that I subsequently realise I would probably been unable to do (because of the queue for promotion) had I spent all of my life so far in Education. However, whilst in Switzerland 3 of my employers closed down the entire divisions in which I'd worked and made all staff redundant (this doesn't happen in Education, even during world-wide recessions!), which was rather disconcerting. I responded by bolstering my credentials & diversifying to work for several employers as a freelance writer. I also became, necessarily, something of a salesman and run my own enterprise alongside freelance colleagues. If I ever do become an employee again it would have to be a stable and enterprising company (or companies) that can fully utilise yet further develop my capabilities as a writer and project manager, and where I can work productively in an atmosphere of mutual trust and honesty as an integral part of a go-ahead professional team. Contract work preferred.

PERSONAL AMBITIONS To write for entertainment as well as advertising, to write strong copy with mighty hooks, to amuse and to enlighten a mass-market, and to encapsulate messages which have both endearing and enduring qualities. To pen yarns and ads which pick people up by their lapels. To earn enough for it to be no longer necessary for the children to have to gnaw on each other. To catch big fish through small holes in the ice. To be able to put all of the many skills learned in Ray Mears's survival programmes to good use when my plane ditches in the middle of somewhere balmy, leaving me to survive alone except for an exotic dance troupe who happen to wash up on the same beach, and thus be one up on the average couch-potato. To be recognized as the rightful king of Swaziland. To retire early in order to spend time with my money. To win at life, dying in bed (in the arms of a very young and unfeasibly winsome wife).

HISTORICAL RECORD of EMPLOYMENT:

1974-1975	Special Engagement, British Army
1979-1987	Lecturer, South Devon College
1985-1987	State Examiner (Part-Time) for GCE, AEB
1987-1988	Dean of Faculty / Head of Anglo-American Section, Villars

1988-1989 Contracts Analyst, Guardian Ruckversicherung, Zurich

1989-1989 FOREX Administrator, ANZ/Grindlays Bank, Zurich

N.B. Several Part-Time positions e.g. UK Co-ordinator for PGL's TEFL Programme (at 9 sites in England, Scotland & Wales) and Sports Co-ordinator for the Bell at Eton College are not detailed.

CLUBS and INTERESTS:

Sporting: Skiing (touring), Mountain-biking, X-country, Canoeing (Canadian open), Running (most days)

Cerebral: Member of British MENSA, Arboriculture, Current Affairs, The Arts

Practical: DIY (built own Marlin Roadster sports-car etc.)

Charity: FoC work for Macmillan Cancer Relief, Friends of Stoke Mandeville Hospital, When You Wish Upon a Star

REFEREES:

1st Referee Dirk Simpson, co-founder of Native (Hogarth Worldwide LLP) in London

Tels: +44 (0) 207 240 6431 and +44 (0) 79 7038 6232

Email: ds@nativeww.com

How known: Occasional employer on blue-chip accounts for well over 5 years

2nd Referee Andy Allen, MD of Mistera Limited in Hampshire

Tels: +44 (0) 1252 697 256 and +44 (0) 7841 289 009

Email: andy.allen@mistera.co.uk

How known: Almost daily collaborations on a huge array of jobs for over 5 years

3rd Referee Usha Abid, Executive at Northgate Software in Hertfordshire

Tels: +44 (0) 79 8361 0843 or +44 (0) 1442 204 500

Email: usha.abid@northgate-is.com

How known: Frequent collaborations, exceptional familiarity with my work, and joint enterprise as entrepreneurs over 1 year

ALL DETAILS WITHIN THIS CURRICULUM VITAE CAN BE FULLY SUBSTANTIATED. MANY TESTIMONIALS ARE AVAILABLE.