

At your service

Huw is a freelance business writer who specialises in transforming complex ideas into clear, lively and effective communications. He enjoys interviewing CEO-level employees for internal and external communications (including articles and annual reports), and writing and editing creative marketing material including brochures, direct mail, newsletters, websites and customer emails.

He is a confident and articulate individual who is happy to work remotely. However, he is also willing to be actively involved in the planning process and has experience of managing all aspects of the internal and external communications mix, both as a marketing manager and an agency account director. He has also worked as a strategic marketing analyst and has a reputation for clear, evidenced-based thinking.

Sector expertise

Huw has developed long-term relationships with a wide range of clients but has gained particular expertise in financial services (retail & institutional) and business services (accountants, lawyers and consultants), as well as the health & technology, charities and leisure & pleasure sectors.

Client experience

- Cauldron Consulting – researching and writing reports on traditional and alternative asset managers
- Ricoh – writing email marketing copy and editing articles for customer communications
- Pepsi Co – writing and editing email copy for internal communications
- Aon – writing and editing marketing material and articles for global insurance team and corporate affairs
- MSD – brand consultant, developing copy for a medical search engine
- RSA – writing risk-management emails for brokers
- Hometrack – editing corporate brochures for property services
- Allison Mitchell (advertising agency) – writing reports and articles on fund and property management
- Adventis NMG – writing marketing literature on REITs for the IFA market
- Regional brewer and pub-co (name confidential) – writing and editing annual report
- KSB Law – writing and editing corporate brochure and service factsheets
- Inland Revenue – writing and editing website copy for internal and external audiences
- Global private bank (name confidential) – editing wealth management articles
- Risk Placement Services – writing corporate brochure, web copy and email marketing material
- Egg Design & Marketing – writing NFU/Suffolk Life SIPP Brochure
- RSMi Robson Rhodes – editing articles and white papers for internal and external publications
- Axa – writing email copy for broker sales
- Brewin Dolphin – writing newsletters, web copy and articles for discretionary and advisory clients
- Millennium Asset Management – writing web copy
- Consultancy Works – writing web copy
- Momentum Financial Services – editing articles for pensions publications
- Blackbox Consultancy – writing research reports for clients
- Youatwork – writing employee benefits marketing material and website copy
- BV plc (1998-2002) – Strategic marketing analyst and account director responsible for managing clients such as Gartmore, HSBC Investment Bank, Aim Global, SSAFA, Oxford GlycoSciences, and Reuters
- Barclays (1992-1997) – Marketing & PR manager, developing product & marketing programmes for launching onshore & offshore funds and promoting life & pensions products to a range of audiences.
- Freelance articles for Planned Savings, Money Marketing, Financial Advisor and Insurance Day

Professional achievements and education

Parish Councillor for Trowse with Newton since March 2007

CIM Advanced Certificate in Marketing, including copywriting module (1997)

Norwich School (1974 – 1983).

