

Profile

Huw is a freelance business writer who specialises in transforming complex ideas into convincing communications. He enjoys interviewing employees for internal and external publications, as well as researching, writing and editing reports, brochures, 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 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 and has gained particular expertise in financial services (retail & institutional) and business services (accountants, lawyers and consultants). He has also worked with clients in the health, technology, charity and leisure sectors.

Client experience

- AkzoNobel Decorative Coatings – interviewing executives and senior managers, using Skype, for articles in pan-European company newsletters
- Technology marketing firm (name confidential) – interviewing various European industrial clients, using Skype, for advertorials in technology magazines
- New accountancy practice (name confidential) – writing and editing website and advertising
- Cauldron Consulting – researching and writing reports on traditional and alternative asset managers
- Global private bank (name confidential) – editing wealth management articles for customer newsletters
- Corporate broker (name confidential) – preparing research on institutional investors for corporate clients
- Ricoh – writing email marketing copy and editing articles for customer communications
- Pepsi Co – writing and editing email copy for internal communications
- Regional brewer and pub-co (name confidential) – writing and editing annual report
- Aon – writing and editing marketing material and articles for global insurance team and corporate affairs
- HMRC (Inland Revenue) – writing and editing tax guidance copy for internal and external audiences
- Merck MSD – providing brand consultancy services and developing copy for a medical search engine
- KSB Law – writing and editing corporate brochure and service factsheets
- Allison Mitchell (advertising agency) – writing reports and articles on fund and property management
- Adventis NMG – writing marketing literature on REITs for the IFA market
- Egg Design & Marketing – writing NFU/Suffolk Life SIPP Brochure
- Blackbox Consultancy – writing market research reports for clients
- Other clients include – AXA / RSA / Brewin Dolphin / RSMi Robson Rhodes / Millennium Asset Management / Consultancy Works / Momentum Financial Services / Youatwork.

Previous employment

- 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 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 qualifications

Parish Councillor for Trowse with Newton March 2007 – September 2009
CIM Advanced Certificate in Marketing, including copywriting module (1997).



Transforming the complex into the convincing.

2 Oatfield Chase
Norwich, NR14 8GU.
T/F: 01508 570825
E: Huw@business-writers.co.uk
W: www.business-writers.co.uk