

Profile

Wendy is a freelance business writer who specialises in transforming complex ideas into convincing communications. She also enjoys researching and writing wider economic, business and cultural articles for newsletters and magazines. Having held senior marketing positions at Barclays and M&G, and gained an MA in Marketing, she is experienced in all aspects of the communications mix. When not writing for clients, she provides online tutoring for students of the Institute of Copywriting.

Sector expertise

Wendy serves clients across the financial services sector (retail & institutional). She also works with professional services firms, marketing & management consultancies and government agencies. She has established client relationships going back over eight years.

Client experience

- The Netherlands Foreign Investment Agency – brochures and newsletter articles
- Cauldron consulting – copywriting and research
- Corporate broker (name confidential) – preparing research on institutional investors for corporate clients
- Global Private Bank (name confidential) – writing and editing articles, reports and case studies
- Inland Revenue – re-writing tax and benefit related technical copy for intranet and extranet
- Ethnic Focus – editing market research reports
- Practice Marketing – new business letters
- Adventis NMG – fund launch literature, marketing guides and factsheets
- Aon – copy for trade press advertising
- Brewin Dolphin – articles for client investment newsletters
- Royal Bank of Canada – brochure copy
- Baillie Gifford – investment trust literature for clients and IFAs
- AMP – investment marketing letters and sales packs
- Association of Teachers and Lecturers – editing communications material
- DHL – DM letters and sales packs
- CIS – insurance leaflets
- American Express Sharepeople – website and offline customer communications copy
- Barclays – newsletters, product brochures, direct marketing material and website copy for international customers covering banking, savings, investments and mortgages
- VIA International (management consultancy) – Corporate brochure and annual client satisfaction research and report writing 1998-2003
- Planned Savings magazine – articles on stakeholder pensions and IFA marketing
- AITC – IFA communications (newsletters and mailing material) for "Its" campaign
- Ample – offline customer communications for launch of a fund supermarket from AMP
- Winterthur Life – IFA and customer marketing material for With Profits Bond launch
- Grindlays Private Bank – client literature for banking and investment products and website copy
- Legal & General – employer & employee communications material for stakeholder pensions
- Lloyds TSB – internal communications including articles for monthly branch staff magazine

Professional qualifications and education

MA Marketing, University of Greenwich 1997

Chartered Institute of Marketing Diploma, The London Institute 1993

Leicester Polytechnic BA (Hons) History & Politics 1985-88

Barrow 6th Form College & Barrow Girls Grammar School, Cumbria 1979-85.



Transforming the complex into the convincing.

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