**NICK GREEN Freelance Copywriting CV**

e: [verbservices@gmail.com](mailto:verbservices@gmail.com) w: <https://www.nextgencopywriting.co.uk>

*Spanning 20 years, my freelance copywriting career has encompassed in-house and remote client and agency side work on niche, national and international accounts in a host of sectors. My B2B and B2C copywriting skill set covers SEO, UX, branding, video script writing, concepts, straps, brochure, creative, social, email, advertising, DM, editorial, PR, pitching, and technical.*

In House 2000 to present

* Avvio Design Associates Ltd. Accounts worked on: Sky TV, Vodafone, Adobe, Motorola, Centrica, British Gas, Adecco, Wolseley, and Teletext – DM, editorial, email & web copy
* World Image. Accounts worked on: Sun Microsystems-Oracle-Intel (web and email campaign) Oracle-Fujitsu (web and email campaign) and Intragen (web email campaign)
* David Charles & Co Ltd. Accounts: Parador Property, Skyguard - brochure and web copy
* agency one. Account: MioMoov Sat-Nav - multi function copy
* Webfusion Ltd/123-reg. - web copy, editorial, email, advertising)
* The Marketing Practice. Accounts: HP, Microsoft, Salesforce, Sage Pay, SAS, Atos, Aruba, Capgemini - DM, EDMs, editorial, web copy, campaign, brochures, blogs
* Milestone Creative Ltd. Account: Lex Autolease - email campaign
* Purple Agency (Adare International): Huawei-Nuffield Health, Novartis (pitch), Honeywell Labs, Lilly (pitch) – email, concepts, banners, DM
* Revere Agency Ltd: Epson, Lenovo, Qmatic, Insight, Kensington, Toshiba – general copy

General - 2000 to present:

* Contented Brothers - scripts for Roche, The Open University, SAS and others
* Atomized Studios - Camelot event and video scripts
* Clean Cut Media - Aon United Nations Cop26 video script
* Mobile Journey – web copy
* National Geographic - Abu Dhabi Wildlife/Environment video script
* IBM – corporate video script
* BrandMade Srl (Milan) – various blogs
* Cisco - technical services video script
* Prism Create – web copy
* Zyxel – product promotion news articles
* Sophos – DM copy
* Sodexo – editorial copy
* Sandford Electrical – electrical management systems brochure
* Anglia Water - BLG event write-up and PP creation
* Cisco - employee awards landing page
* Microsoft/K3 CRM eBook and survey email and landing page
* Aiimi Information Management - emails, strategy, blogs, mission statement, rebranding
* GEAR4 - web copy, EDMs, product copy, straps, editorial
* HP - Managed Print Services battle card, chat mat, sales deck (PP)
* Microsoft/HP/ES - content pill, chat mat, sales deck (PP)
* Cisco – various EDM, web copy
* Worldpay – solution rebranding
* Qube Managed Services – web copy
* Adobe – DM, emails and landing page
* Cisco rebranding concepts
* Adobe – newsletter, email and landing page
* ZTE - concepts
* Microsoft/K3 Retail – DM and EDM
* Space4U – web copy
* Microsoft/K3 CRM – concepts for successful pitch
* BP Helios Awards – posters, banners, taglines, editorial
* Sol-Tec – cloud-based solutions web copy rewrite
* Studio 52 – email, SEO, blog, editorial, PP, TV ads (ongoing)
* LogRhythm – various corporate video scripts (ongoing)
* TNS – IT innovation brochure
* First Sight Media – event comms, strap and editorial
* Roche pharmaceuticals – event 3D video script
* HP – sales emails campaign
* Atos – sales emails campaign
* Castrol/Ford – PR, poster, press ad, digital banners
* Castrol/Audi - poster, press ad, digital banners
* Adventure + - promotional video script
* Roche Diagnostics – presentation video script
* Neela Bettridge Leadership Training – editorial, social, letters, emails, CVs, web
* IBM – email, landing page
* Samsung – editorial and creative concepts
* Quay West Poole – property brochure
* NetApp – email and landing page campaign
* Cedars Close Hendon – property brochure
* IBM – social and advertising
* Samsung - editorial
* Inland Homes – property brochure
* ConnectTVT – web copy rewrite
* Country Homes – successful property representative pitch
* IBM – email, landing page, social and editorial
* Johnson & Johnson – corporate script
* Acora IT Outsourcing - DM
* Hilton Hotels - proofreading and editing
* ‘10 Billion’ – research for TV documentary
* IBM – email campaign
* Kaspersky - brochure re-writes
* Logicalis/NetApp - email campaign & landing pages
* Castelan – DM
* 123 reg – email campaign
* Westcoast – brochure re-write
* Fujitsu – B2B Lifebook brochure
* 2GC management consultancy – web copy
* Fujitsu – B2B Government Framework Agreement brochure
* Canon – SEO web copy (pitch)
* adidas – proof reading
* Fujitsu – B2B education brochure copy
* Beaver Travel – web copy
* Glaxo Clinical Trials Service Unit - training script
* Checkpoint 3D IT security – email campaign
* Hitachi – email and newsletter copy
* Logicalis – corporate script & Guardian banner ad copy
* HP – B2B brochure copy
* LETN – banner copy and concepts
* MiddletonGreen – fashion editorials
* GB Farrar – web copy
* SDL – Valve Gaming/SDL case study copy
* Richard Ward Opticians – DM copy
* HP – B2B digital brochures copy
* Countrywide Metropolitan – bulletin editorial
* Merck Serono – corporate script
* SDL – Colt/SDL case study copy
* Designer condoms – web copy
* The Property Explorer – DM copy
* Diligent Lighting – DM copy
* FX Logistics – DM copy
* Countrywide Metropolitan property group – communications analysis and DM copy
* Fusion Entertainments - web copy
* Cisco/RSA - email campaign and sales collateral
* Firefly Technology Ltd - web copy update
* S G Ray – commercial gas and water piping web copy
* Crest Nicholson – WestPoint W3 property brochure copy
* Crest Nicholson – Centenary Quay property brochure copy
* NCT – membership letters re-writes copy
* QA – e-learning brochure and microsite concepts
* Häagen-Dazs Shops – global website copy and URL naming
* Centenary Quay – web copy
* Crest Nicholson – Penarth Heights property brochure copy
* Membership Plus – brochure copy
* EMCo Air – brochure copy
* Colonial Finance web copy
* Orca Media – (successful) Merck Serono pitch concept and corporate script
* Send4Help – branding and web copy
* Chiltern Insurance – web copy
* Skyguard – brochure and exhibition stand copy and call-outs
* Hyperion Tiles – advertising copy
* Institute for Learning – brochure insert copy (proofing and editing)
* Virtual Reality Holdings – Customs Security Script for Home Office
* IMS Hybrid Mail – PDF brochure copy
* SEN (Space Enterprise Network) - branding copy
* Academia – brochure copy
* Mash Media re branding – web copy and e-brochure
* B-one personalised clothing – DM copy and straps
* Jobclickx recruitment – email campaign
* Prelet home utilities/décor – brochure descriptive copy
* Pristine Condition - web copy re-write
* QuoStar IT Management Solutions – email campaign and landing page
* Archway Scaffolding – SEO web copy re-write
* David Charles & Co Design Ltd – web copy
* Evans Group – brochure copy
* Gazelle Palletised Delivery – editorial, advertising and DM copy
* Digital Post Solutions – DM, concept and web copy (pitch)
* ProProcure (IT) – Pernod Ricard case study and award submission copy
* Skyguard – re-brand: concepts, straps, web & brochure
* Synergy Associates (IT) - web copy
* Nokia Phone Accessories –web copy
* Gazelle Couriers – postcard DM campaign
* Actus Event Technology – brochure copy
* Meadowrose Scientific –web copy
* Plantronics – B2B advertising copy
* Global Development Group – brochure copy
* The Lakes by yoo – property advertisement, advertorial and editorial
* ISS Waterers Eurostar pitch – pp copy
* Global Property – brand ID and corporate credibility brochure copy
* Activair - brochure copy
* Archway Scaffolding - editorial copy
* Green's Christmas Hampers - email campaign
* Mango Fitness (personal training) – web copy
* CTR (Technical recruitment) – web copy
* Satyam (IT) – brochure/handout copy and brand ID
* TMI – insert and mailer copy
* Fitlinxx ActiPed – brochure copy
* e-clear – brochure concepts and straplines
* Orca Media – web copy
* Kebbell Homes, York Avenue, Windsor brochure copy
* Waverley Learning – web, DM, brochure, email, copy
* ISS Waterers – brochure copy
* Flower Mortgage and Financial Advisors – mailer copy
* Sant Carles Marina – advertising copy
* The Lakes by yoo – property advertorial
* Heathcotes Outside – web copy
* Cerulean Blue – web copy
* Lindley Heathcotes – hospitality invitation mailers
* Active-Tech – brand strategy and marketing copy
* Lindley Catering Group – brand renaming and concepts
* Fitlinxx ActiPed – advertising copy
* Lindley Catering – Newbury Racecourse contract pitching copy
* Orca Media Ltd – editorial
* ISS Waterers Landscaping – Gallery Canvas brochure copy
* Ad-Vantage.TV – (brochure and) web copy
* ISS Waterers Landscaping – contract pitching copy
* Lindley Catering Exec List – hospitality brochure copy
* Front Porch – adtech exhibition handout copy
* IQPS – quarterly magazine copy
* The Pines Hotel – web copy
* Tuplin Export Logistics – web copy
* Shaftesburys Blinds and Shutters – advertising copy
* Churchgate Premier Homes – brochure copy
* National Police Improvement Agency – Airwave straps and concepts
* IQPS – VO script
* Front Porch – IT brochure copy
* Hannah Rokison Flowers - web copy
* ISS Waterers Landscaping - brochure copy
* Saturn Corporation (UK) Ltd – IT brochure copy
* Elian Construction – straps and brochure copy
* Shaftesburys Blinds and Shutters Grand Designs handout - editorial
* IQPS – editorial
* e-clear – straps and advertising copy
* National Police Improvement Agency – editorial
* Shutter Craft brochure – editorial
* Shutter Logic handout – editorial
* Kebbell Homes, Jupiter Court – property brochure copy
* Direct Land & New Homes – property brochure copy
* Shutter Logic presentation – editorial
* Expert Property – brochure copy
* Tekram Telemarketing – web copy
* Nokia Phone Accessories – web copy
* Caterer.com – web copy
* Selcourt Commercial Flooring – web copy
* ShutterCraft – messaging hierarchy analysis for display
* Thebestof.co.uk – SEO webverts
* Kebbell Homes Brochure – editorial
* The National Trust – ‘The Vyne’ anniversary invitation copy
* Jon Draper Associates Ltd – web copy
* Greenoaks Mercedes-Benz straps and brochure copy – editorial
* New Castle Area School District Superintendent of Schools – speechwriting
* Talk 2 Office Safety Security and Recycling brochure – editorial
* Docherty Property company names and concepts – editorial
* T-Mobile ‘Talk 2 Office Brochure - editorial
* Churchgate Premier Homes – web copy
* Direct Land & New Homes – web copy
* Panasonic UK – editorial/ghost-writing
* Benchamark Property – web copy
* Kebbel Homes Brochure – editorial
* REL Consultancy DM – editorial
* Integral Recruitment concepts and copy
* Chilli Pepper brand ‘bible’ for Action Apparel Ltd
* Panasonic UK – editorial/ghost-writing
* Groupe JS International – Citrine intro and pitch document
* Panasonic UK – editorial/ ghost-writing
* Maximuscle Ltd media pack – editorial/ ghost-writing
* Nigel Craig biography - web copy
* Panasonic UK – editorial/ ghost-writing
* Driving a Bargain – editorial/ ghost-writing
* Mike Taylor motivation speaking website copy – web copy
* Flight Centre pitch for Drum Communications – pitch copy
* House of Tap Limited – mailer
* Panasonic UK – editorial/ ghost-writing
* St Clair Consulting concepts and straplines for Firedog Design – pitch copy
* Chilli Pepper brand synopsis for Action Apparel Ltd – pitch copy
* ‘What Happened Then Was. . .’ – editorial/ghost-writing (pitch document for book)
* Panasonic UK – editorial/ ghost-writing
* The Pettifer Group of companies – brochures and insert copy
* Antara Interim Management – recruitment advertisement
* The Honourable Society of Gray’s Inn – client mailer
* Hotpoint/Microban – 3 x corporate scripts

Technical - 2000 to present:

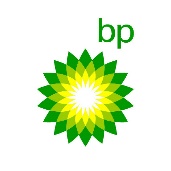
* Nokia-Siemens Networks – web copy
* Firefly Technology Ltd – messaging architecture
* Firefly Technology Ltd – web copy
* Firefly Technology Ltd – PowerPoint copy
* Cirrus Software – e-brochure copy
* Legal Technology Panel Article – article (legal trade press)
* Lifecycle Software – industry mailer
* Serversys (Goldmine Front Office) – B2B mailer
* Serversys Newsletter – B2B mailer
* PSI (Internet Based Resource management) – B2B industry mailer
* D&M Consultancy (Tax, Business and Accounts Analysis) - B2B industry mailer
* Portal Connect - industry mailer
* Portal Connect Summary – industry mailer
* Plexus Interactive (The Chrysalis Group) – retail outlets mailer
* NIITransform (Legacy Code Transformation) – B2B industry mailer
* UULink DSL Office Edition – B2B industry mailer

##### Press Releases - 2000 to present:

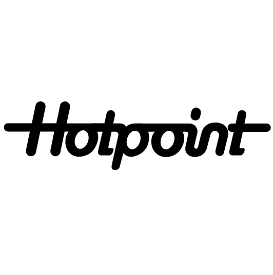
* Castrol/Ford – various publications
* Valve Gaming/SDL – online and various IT and gaming publications
* QuoStar IT Management Solutions – various IT publications
* ProProcure ‘atmosphere’ – various publications
* ProProcure/Malibu Kahlua – various publications
* Chilli Pepper – various fashion trade publications
* Chilli Couture (Edge) - various fashion trade publications
* Chilli Red – various fashion trade publications
* shop@Panasonic – various trade publications
* Levy Associates – various recruitment trade and general press publications
* Fleetlease/Glass Trader Desk - various auto industry publications
* Glass Net Trader Desk – various auto industry publications
* Beechdean Dairies/Goodwood World of Speed – various industry publications
* Fiat/Alfa-Romeo/Glass - various auto industry publications
* Lex Auto/Ministry of Defence - various auto industry publications
* Newbury Mazda/Glass – various auto industry publications
* Glass at the NEC - various auto industry publications
* Glass Evaluator - various auto industry publications
* Lufthansa ‘Lowrider’ – various aero industry publications
* Lufthansa Destination Interphex– ‘Lufthansa Cargo’/various aero industry publications

Agencies worked with include

*Firedog Agency; Sticky Content; Underscore Agency; Drum Communications; Avvio Design Associates Ltd; Immaculate; Brainstorm Communications Ltd; dka creative; Creative Direction; Protean; Mash Media; World Image; The Bertie Agency; Ferrier Pearce; Outbound; World Writers/TAG; Jerram Marketing; insitu; kba marketing limited; Ooba Advertising & Creative Design Ltd; The Creative Agency; Article10; The Marketing Practice; First Sight Media; Studio 52 (Dubai); Levitate media (USA); Oculus; Prism Communications Ltd; Milestone Creative; Purple Agency (Adare International); Revere Ltd; Onimpact; Wild Media (Dubai)*

      [](https://www.google.co.uk/url?sa=i&rct=j&q=&esrc=s&source=images&cd=&cad=rja&uact=8&ved=0ahUKEwjJkOm7xcrLAhVHChoKHTo_BKQQjRwIBw&url=http://www.brandingmagazine.com/2012/08/24/microsoft-new-logo/&psig=AFQjCNHVgmDb6nexJCDYV8i31rHMhBx9xQ&ust=1458401054284291)

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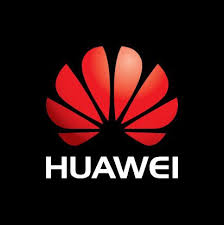
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Logo, company name

Description automatically generated

UK scriptwriters, concept copywriters, strapline copywriters, UK copywriting, London copywriters, freelance copywriting UK, freelance copywriters Berkshire, online copywriting, digital copywriters, writing advertising copy, writing for the web, brochure copywriters, advertising copywriters, contract copywriting, contract copywriters, marketing writers, writers for hire in Berkshire, copywriters for hire, in-house copywriters, locum copywriters UK, UK copywriting experts, UK copywriters, UK freelance copywriting, UK freelance copywriters, UK online copywriting, London online copywriters, UK writing copy, writing for the web UK, UK brochure copywriters, UK advertising copywriters, UK contract copywriting, UK contract copywriters, London marketing writers, UK copywriters for hire, copywriters for hire, UK in-house copywriters, Berkshire copywriting, Berkshire copywriters, Berkshire freelance copywriting, Berkshire freelance copywriters, Berkshire online copywriting, Berkshire online copywriters, Berkshire writing copy, Berkshire writing for the web, Berkshire brochure copywriters, advertising copywriters Berkshire, contract copywriting Berkshire, London SEO copywriting, London copywriters for hire, London freelance copywriting, Thames Valley freelance copywriters, SEO online copywriting, Thames Valley SEO copywriters, writing advertising copy, London writing for the web, digital brochure copywriters, advertising copywriters London, contract SEO copywriting London, digital copywriters SEO